

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 24, 1987

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	FAMILY TIES	25.5	22,290
2	BILL COSBY SHOW	24.5	21,410
3	DALLAS#	21.5	18,790
4	NBC SUNDAY NIGHT MOVIE	20.5	17,920
5	GROWING PAINS	20.2	17,650
6	CHEERS	20.1	17,570
7	MOONLIGHTING#	19.2	16,780
8	WHO'S THE BOSS?	18.8	16,430
9	FALCON CREST#	18.7	16,340
10	MURDER, SHE WROTE	18.5	16,170
11	KNOTS LANDING#	18.3	15,990
12	GOLDEN GIRLS	18.0	15,730
13	60 MINUTES	17.8	15,560
14	SPECIAL MOVIE PRESENT-FRI(S)	17.5	15,300
15	AMERICAN COMEDY AWARDS(S)	16.7	14,600
16	DAYS & NIGHTS-MOLLY DODD#	16.6	14,510
16	MATLOCK	16.6	14,510

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	FAMILY TIES	17.6	39,940
2	BILL COSBY SHOW	16.5	37,570
3	NBC SUNDAY NIGHT MOVIE	15.6	35,470
4	GROWING PAINS	15.1	34,190
5	DALLAS#	13.5	30,690
6	WHO'S THE BOSS?	13.3	30,290
7	CHEERS	12.5	28,470
8	GOLDEN GIRLS	12.4	28,210
9	MOONLIGHTING#	11.9	26,940
10	KNOTS LANDING#	11.4	25,930
11	AMERICAN COMEDY AWARDS(S)	11.3	25,770
12	VALERIE	11.2	25,430
13	SPECIAL MOVIE PRESENT-FRI(S)	11.2	25,400
14	FALCON CREST#	11.1	25,100
15	ALF	10.6	24,030
16	CHEERS SPECIAL(S)	10.4	23,700
17	NBC MONDAY NIGHT MOVIES	10.4	23,600
18	MURDER, SHE WROTE	10.3	23,390

WOMEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	FAMILY TIES	20.9	19,010
2	DALLAS#	20.7	18,770
3	BILL COSBY SHOW	18.4	16,700
4	FALCON CREST#	17.1	15,570
5	NBC SUNDAY NIGHT MOVIE	17.1	15,550
6	KNOTS LANDING#	16.7	15,150
7	GOLDEN GIRLS	16.2	14,680
8	GROWING PAINS	15.9	14,410
9	CHEERS	15.8	14,140
10	SPECIAL MOVIE PRESENT-FRI(S)	15.1	13,750
11	AMERICAN COMEDY AWARDS(S)	15.1	13,740
12	CHEERS SPECIAL(S)	15.1	13,710
13	WHO'S THE BOSS?	14.6	13,300
14	MURDER, SHE WROTE	14.4	13,110
15	CBS SUNDAY MOVIE	14.3	12,980
16	MOONLIGHTING#	13.5	12,280
17	DAYS & NIGHTS-MOLLY DODD#	13.3	12,110
18	MATLOCK	13.3	12,100

MEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	NBC SUNDAY NIGHT MOVIE	15.4	12,620
2	60 MINUTES	13.5	11,030
3	BILL COSBY SHOW	11.8	9,650
3	FAMILY TIES	11.8	9,650
5	SPECIAL MOVIE PRESENT-FRI(S)	10.9	8,930
6	MURDER, SHE WROTE	10.9	8,900
7	INDIANAPOLIS 500(S)	10.6	8,700
8	NBC MONDAY NIGHT MOVIES	10.3	8,450
9	DALLAS#	10.2	8,370
10	MATLOCK	10.1	8,300
11	CHEERS	9.9	8,080
12	NBA PLAYOFF GAME-1	9.6	7,850
13	GOLDEN GIRLS	9.5	7,820
14	AMERICAN COMEDY AWARDS(S)	9.5	7,810
14	GROWING PAINS	9.5	7,810
16	MOONLIGHTING#	9.4	7,690
17	EQUALIZER	9.1	7,490
18	HILL STREET BLUES	8.6	7,060

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 24, 1987

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	21.8	12,530
2	GROWING PAINS	18.9	10,820
3	DALLAS#	17.8	10,190
4	BILL COSBY SHOW	17.5	10,030
5	AMERICAN COMEDY AWARDS(S)	17.4	9,990
6	KNOTS LANDING#	17.4	9,960
7	NBC SUNDAY NIGHT MOVIE	17.3	9,910
8	CHEERS	16.7	9,590
9	MOONLIGHTING#	16.3	9,340
10	WHO'S THE BOSS?	16.3	9,330
11	CHEERS SPECIAL(S)	16.1	9,210
12	FALCON CREST#	14.0	8,050
13	GOLDEN GIRLS	13.3	7,630
14	VALERIE	13.2	7,570
15	DAYS & NIGHTS-MOLLY DODD#	12.9	7,390
16	NBC MONDAY NIGHT MOVIES	12.6	7,250
17	NIGHT COURT	12.3	7,070

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS#	28.3	7,880
2	MURDER, SHE WROTE	26.2	7,320
3	SPECIAL MOVIE PRESENT-FRL(S)	25.4	7,080
4	MATLOCK	25.1	7,010
5	FALCON CREST#	24.1	6,710
6	60 MINUTES	23.1	6,450
7	GOLDEN GIRLS	22.3	6,220
8	BILL COSBY SHOW	20.4	5,700
9	HAPPY BIRTHDAY HOLLYWOOD(S)	19.6	5,480
10	FAMILY TIES	19.6	5,460
11	CBS SUNDAY MOVIE	19.1	5,320
12	CBS TUESDAY MOVIE	17.6	4,920
13	ME & MRS. C	17.2	4,810
14	NBC SUNDAY NIGHT MOVIE	16.8	4,680
15	HIGHWAY TO HEAVEN	16.3	4,560
16	MAGNUM, P.I.	16.0	4,470
17	227#	15.7	4,370

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC SUNDAY NIGHT MOVIE	13.9	7,770
2	MOONLIGHTING#	11.6	6,460
3	BILL COSBY SHOW	11.3	6,280
4	FAMILY TIES	10.9	6,080
5	INDIANAPOLIS 500(S)	10.8	6,020
6	NBA PLAYOFF GAME-1	10.7	5,960
7	GROWING PAINS	10.6	5,900
8	AMERICAN COMEDY AWARDS(S)	9.9	5,540
9	CHEERS	9.7	5,420
9	NBC MONDAY NIGHT MOVIES	9.7	5,420
11	DAYS & NIGHTS-MOLLY DODD#	9.4	5,240
12	60 MINUTES	8.9	4,940
13	WHO'S THE BOSS?	8.8	4,910
14	HILL STREET BLUES	8.7	4,860
15	ALF	8.4	4,660
16	HAPPY ANNIVERSARY 007(S)	8.1	4,510
16	VALERIE	8.1	4,510
18	KNOTS LANDING#	8.0	4,440

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.5	5,140
2	MURDER, SHE WROTE	24.1	5,070
3	SPECIAL MOVIE PRESENT-FRL(S)	23.8	5,000
4	MATLOCK	21.0	4,400
5	NBC SUNDAY NIGHT MOVIE	18.6	3,900
6	DALLAS#	18.0	3,780
7	EQUALIZER	16.8	3,530
8	FALCON CREST#	15.5	3,250
9	CBS TUESDAY MOVIE	15.4	3,230
10	GOLDEN GIRLS	15.3	3,220
10	HAPPY BIRTHDAY HOLLYWOOD(S)	15.3	3,220
12	NBC NIGHTLY NEWS	14.5	3,050
13	OUTLAWS#	14.0	2,950
14	CBS SUNDAY MOVIE	13.3	2,800
15	MIKE HAMMER	13.3	2,790
16	BILL COSBY SHOW	13.0	2,730
17	FAMILY TIES	12.8	2,680

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1987 REPORT

													2ND MAY 1987 REPORT																				
PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
*EVENING																																	
ABC BUSINESS BRIEF-MON						8	187		A 10.2	17	891	1367	670 226	801 198	368 368	333 373																	
1 MON. 8.47P		1	ABC	N			88		B 12.1	18	1058	1749	718 325	803 260	474 447	380 286																	
ABC BUSINESS BRIEF-WED						28	177 177		A 10.1	17	883	1703	647 281	727 310	525 436	291 170																	
WED. 8.58P		1	ABC	N			84 84		B 13.5	21	1180	1814	718 321	793 300	510 464	353 236																	
ABC BUSINESS BRIEF-FRI						27	178 170		A 9.1	18	795	1604	739 226	876 226	493 422	389 359																	
1 FRI. 8.43P		1	ABC	N			83 79		B 11.0	19	961	1864	711 285	825 246	458 440	372 315																	
2 FRI. 8.40P		1																															
ABC FRIDAY NIGHT MOVIE						9	199 186		A 8.6	15	752	1535	759 220	801 207	436 447	450 279																	
FRI. 9.00P		120	ABC	FF			96 93		B 8.6	15	752	1619	684 278	780 256	474 452	398 233																	
9.00 - 9.30									A 8.7	16	760	1592	785 228	833 198	460 484	469 291																	
9.30 - 10.00									A 8.1	14	708	1528	763 200	804 212	440 438	417 288																	
10.00 - 10.30									A 8.9	16	778	1536	744 221	790 208	427 426	456 281																	
10.30 - 11.00									A 8.7	16	760	1483	735 221	778 212	418 434	456 261																	
ABC MONDAY NIGHT MOVIE						16	213		A 12.9	21	1127	1503	730 244	821 214	389 392	380 364																	
1 MON. 8.00P		180	ABC	FF			99		B 13.6	21	1189	1584	747 313	841 266	491 475	409 290																	
8.00 - 8.30									A 11.7	21	1023	1481	712 211	824 186	378 392	362 378																	
8.30 - 9.00									A 12.6	22	1101	1387	702 201	835 209	390 373	351 380																	
9.00 - 9.30									A 13.0	21	1136	1533	703 255	815 208	371 379	374 372																	
9.30 - 10.00									A 13.4	21	1171	1548	707 257	818 234	397 398	379 353																	
10.00 - 10.30									A 13.4	21	1171	1557	788 244	843 250	418 411	395 358																	
10.30 - 11.00									A 13.4	23	1171	1489	757 282	783 180	374 396	417 347																	
ABC NEWSBRIEF-MON						30	179 179		A 10.7	16	935	1580	808 353	931 239	455 458	449 408																	
MON. 9.48P		1	ABC	N			88 88		B 11.8	18	1031	1656	715 314	803 252	468 455	385 280																	
ABC NEWSBRIEF-TUE						30	178 178		A 12.0	19	1049	1748	822 421	911 407	701 587	409 175																	
1 TUE. 9.58P		1	ABC	N			87 85		B 14.8	22	1294	1749	768 388	851 372	621 555	387 183																	
2 TUE. 9.52P		1																															
ABC NEWSBRIEF-WED						30	178 178		A 8.4	14	734	1564	683 336	754 221	462 435	397 244																	
WED. 9.58P		1	ABC	N			87 87		B 12.7	20	1110	1581	804 358	895 304	527 504	405 305																	
ABC NEWSBRIEF-THU						29	173 174		A 6.8	11	594	1557	766 317	853 215	469 438	475 334																	
THU. 9.58P		1	ABC	N			85 87		B 9.5	15	830	1582	774 312	900 266	464 447	411 363																	
ABC NEWSBRIEF-FRI						29	165 156		A 6.1	11	533	1619	822 215	847 237	476 455	450 277																	
1 FRI. 9.50P		1	ABC	N			83 78		B 7.5	12	656	1782	702 342	793 242	469 462	424 253																	
2 FRI. 9.48P		1																															
ABC NEWSBRIEF-SAT.						30	190 183		A 6.9	14	603	1914	611 313	754 202	426 383	427 274																	
SAT. 8.58P		1	ABC	N			93 92		B 8.1	14	708	1895	684 308	786 276	490 448	372 246																	
ABC NEWSBRIEF-SUN.						29	188 188		A 7.9	13	690	1706	783 418	949 399	649 522	413 244																	
1 SUN. 10.00P		1	ABC	N			91 91		B 13.3	20	1162	1826	700 336	809 302	524 492	388 224																	
2 SUN. 9.56P		1																															
ABC SPORTS UPDATE-SAT						29	192 182		A 8.3	16	725	1662	606 318	721 163	366 342	396 297																	
SAT. 9.58P		1	ABC	SN			93 91		B 8.5	15	743	1758	653 309	743 228	437 420	369 255																	
ABC SPORTS UPDATE-SUN						30	198 198		A 7.6	13	664	2190	759 411	931 436	670 522	396 190																	
SUN. 8.58P		1	ABC	SN			94 94		B 11.1	16	970	2167	745 348	835 332	555 518	383 215																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1987 REPORT

PROGRAM NAME										WK		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY START TIME DUR NET TYPE										K E Y		AVG. AUD. SHARE %		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														WOMEN					MEN																
														18-49 25-54 35-64 55+					18-49 25-54 35-64 55+																
EVENING CONT'D																																			
DUMB WAITER(S)																																			
1 TUE.		10.00P	60	ABC	GD	208	99	A	7.7	13	673	1478	692	404	749	322	563	475	344	161	408	205	273	248	139	119	109	60	212	103					
		10.00 - 10.30															750					395					105		210						
		10.30 - 11.00															758					425					112		215						
EQUALIZER																																			
WED.		10.00P	60	CBS	PD	209	208	99	99	A	14.2	25	1241	1546	723	285	814	213	423	428	399	334	603	140	298	253	305	285	65	18	64	35			
		10.00 - 10.30															744					648					91		66						
		10.30 - 11.00															813					604					66		71						
FACTS OF LIFE																																			
SAT.		8.00P	30	NBC	CS	28	202	205	96	98	A	10.5	23	918	1760	691	322	868	328	483	390	297	333	374	121	195	197	144	163	152	74	366	223		
																	1839					905					168		301						
FALCON CREST																																			
1 FRI.		10.00P	60	CBS	GD	26	209	99	A	18.7	33	1634	1536	867	282	954	231	493	470	456	411	407	88	192	172	164	198	54	37	121	82				
		10.00 - 10.30															932					444					60		75						
		10.30 - 11.00															953					392					53		128						
FAMILY TIES																																			
1 THU.		8.30P	60	NBC	CS	28	212	214	99	99	A	25.4	42	2229	1792	736	309	853	343	563	489	358	243	434	156	275	267	203	120	181	95	324	231		
2 THU.		8.30P	30						B	32.7	49	2858	1975	799	372	907	367	608	536	388	245	563	249	401	354	239	128	201	111	304	201				
		8.30 - 9.00															808					433					196		343						
		9.00 - 9.30															927					432					158		290						
GIMME A BREAK																																			
			5	200				A	10.7	17	935	1801	823	238	979	257	457	445	362	455	538	140	266	279	225	225	124	82	160	136					
1 TUE.																																			
		9.00P	30	NBC	CS	29	204	211	97	99	B	11.5	18	1005	1690	767	259	875	243	420	385	382	409	456	137	243	219	208	188	160	77	199	118		
GOLDEN GIRLS																																			
SAT.		9.00P	30	NBC	CS	29	204	211	97	99	A	18.0	35	1573	1793	810	282	932	265	484	447	389	394	496	149	262	269	202	204	132	60	233	145		
		9.00P	30	NBC	CS	29	204	211	97	99	B	23.7	40	2071	1787	820	320	931	260	473	441	395	401	502	143	263	252	223	209	131	76	223	155		
GROWING PAINS																																			
TUE.		8.30P	30	ABC	CS	26	212	213	99	99	A	20.2	32	1765	1937	740	347	817	399	614	523	308	157	442	217	333	325	198	66	326	173	352	242		
																	1978					845					530					261		342	
HAPPY ANNIVERSARY 007(S)																																			
1 WED.		9.00P	60	ABC	A	213	99	A	12.2	20	1066	1507	433	215	526	219	375	294	229	140	626	268	423	375	262	141	230	136	125	90					
		9.00 - 9.30															1492					505					617					253		117	
		9.30 - 10.00															1521					546					636					207		132	
HAPPY BIRTHDAY HOLLYWOOD(S)																																			
2 MON.		8.00P	180	ABC	GV	212	99	A	15.1	24	1320	1495	808	317	885	188	390	417	450	416	495	55	181	247	296	244	32	23	83	65					
		8.00 - 8.30															1539					895					577					17		50	
		8.30 - 9.00															1476					842					560					20		54	
		9.00 - 9.30															1532					855					523					46		108	
		9.30 - 10.00															1520					900					482					49		89	
		10.00 - 10.30															1505					908					457					32		108	
		10.30 - 11.00															1413					910					397					22		84	
HEAD OF THE CLASS																																			
WED.		8.30P	30	ABC	CS	26	208	209	98	99	A	14.0	24	1224	1741	645	336	752	341	552	462	288	158	423	227	333	256	153	66	230	124	336	236		
																	1884					811					535					235		303	
HIGHWAY TO HEAVEN																																			
1 WED.		8.00P	90	NBC	GD	28	204	208	99	98	A	12.4	22	1084	1545	725	280	839	221	370	355	344	421	401	105	173	175	168	200	95	58	210	131		
2 WED.		8.00P	60						B	16.8	26	1468	1680	753	298	862	220	401	389	376	404	502	128	259	257	257	210	128	68	188	119				
		8.00 - 8.30															1520					834					380					98		208	
		8.30 - 9.00															1521					844					389					83		205	
		9.00 - 9.30															1614					817					461					115		221	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11				
EVENING CONT'D																																	
HILL STREET BLUES						8	211	198	A	13.0	22	1136	1436	668	270	715	244	402	419	329	260	621	249	428	412	288	153	57A	25V	43A	35A		
TUE. 10.00P									B	13.2	22	1154	1452	677	265	745	250	421	408	354	267	621	209	386	382	315	187	50	18	36	20		
10.00 - 10.30									A	12.9	21	1127	1478	672	272	721	245	402	434	332	258	643	260	437	416	302	156	62A	29V	50A	42A		
10.30 - 11.00									A	13.2	23	1154	1380	654	259	699	239	394	399	324	259	596	239	417	405	270	148	51A	20V	34A	27V		
HOTEL						19	213		A	11.4	20	996	1512	849	415	920	324	522	538	346	318	414	193A	273A	259A	118A	116A	50V	44V	128A	101A		
2 WED. 10.00P									B	14.8	25	1294	1436	787	327	890	293	501	465	386	333	425	143	241	231	177	160	70	45	51	35		
10.00 - 10.30									A	11.3	19	988	1502	818	385	886	288	479	505	339	326	398	190A	263A	257A	112A	109A	65V	55V	153A	115A		
10.30 - 11.00									A	11.6	21	1014	1494	866	437	939	353	556	565	345	305	419	195A	277	257A	121A	118A	33V	33V	103A	83A		
HUNTER						25	198	202	A	12.0	24	1049	1696	721	270	824	227	438	391	385	352	582	173	356	385	311	175	148	53A	142	105A		
SAT. 10.00P									B	16.0	29	1398	1646	737	286	832	241	439	413	369	339	543	150	298	291	273	207	146	80	125	98		
10.00 - 10.30									A	11.9	23	1040	1719	735	272	839	233	445	397	391	360	581	162	346	385	318	185	148	61A	151	108A		
10.30 - 11.00									A	12.1	24	1058	1666	705	262	806	221	428	380	377	346	580	183	365	385	304	162	144	44A	136	103A		
HUNTER SPECIAL(S)									A	10.9	17	953	1464	596	269A	644	119A	287A	306	317	310	706	226A	412	427	382	195A	97A	53V	17V	17V		
2 TUE. 9.00P									A	10.8	17	944	1432	566	260A	613	104A	255A	275A	299	311	686	212A	386	411	370	200A	116A	51V	17V	17V		
9.00 - 9.30									A	11.1	17	970	1478	620	273A	668	130A	315	333	334	306	719	240A	432	437	389	188A	74A	54V	17V	17V		
JACK & MIKE						7	205	201	A	5.6	9	489	1587	768	402	877	252A	501	473	468	312	452	100A	219A	249A	200A	196A	139A	69V	119A	96A		
THU. 9.00P									B	6.7	11	586	1496	799	324	897	263	528	510	465	302	428	90	220	248	224	159	97	53	74	59		
9.00 - 9.30									A	4.7	8	411	1504	763	419	873	255A	494	471	458	308A	417	95A	197A	221A	173A	181A	117A	58V	97A	78V		
9.30 - 10.00									A	6.5	11	568	1632	770	386	873	244A	501	471	474	314	478	103A	234A	269	222A	209A	149A	76A	132A	109A		

KATE & ALLIE MON. 8.00P 30 CBS CS				28	208	209	98	99	A 14.4 25 1259	1624	769	349	925 303	526 481	387 344	452 161	255 245	203 174	103 ^A 69 ^A	144	87 ^A
									B 17.8 27 1556	1678	793 337	901 289	495 463	394 339	453 158	271 255	203 154	126 76	198	122 ^A	
KNOTS LANDING				20	207				A 18.3 31 1599	1622	858 327	947 381	623 560	399 266	437 146 ^A	277 243	189 147 ^A	105 ^A 64 ^A	133 ^A	94 ^A	
1 THU. 10.00P 60 CBS GD				98					B 17.3 28 1512	1551	851 329	963 360	600 542	409 310	439 169	282 250	194 135	94 55	55	37	
10.00 - 10.30									A 18.2 30 1591	1641	854 332	947 382	619 560	396 264	441 149 ^A	279 256	195 146 ^A	109 ^A 66 ^A	144 ^A	101 ^A	
10.30 - 11.00									A 18.4 32 1608	1594	863 321	946 381	627 558	401 268	430 140 ^A	274 229	184 148 ^A	97 ^A 59 ^A	121 ^A	86 ^A	
L.A. LAW				20	209	209			A 14.0 24 1224	1524	750 396	875 288	541 459	394 296	496 206	320 295	221 141	99 ^A 48 ^A	54 ^A	28 ^V	
THU. 10.00P 60 NBC GD				99	99				B 17.6 29 1538	1525	726 354	808 293	514 478	387 236	584 220	389 369	289 154	86 48	47	35	
10.00 - 10.30									A 14.5 24 1267	1527	724 375	852 272	524 452	383 293	499 211	330 299	224 134	103 ^A 51 ^A	73 ^A	38 ^A	
10.30 - 11.00									A 13.5 24 1180	1510	773 414	892 302	554 465	406 296	486 201	310 290	216 143	96 ^A 46 ^A	36 ^A	19 ^V	
MAGNUM, P.I.				27	208	206			A 13.6 22 1189	1487	792 278	857 198	423 440	431 376	492 92 ^A	244 241	282 220	42 ^A 6 ^V	96 ^A	60 ^A	
WED. 9.00P 60 CBS PD				99	99				B 15.9 25 1390	1637	716 283	794 219	439 434	410 301	634 205	380 369	319 206	108 43	101	65	
9.00 - 9.30									A 13.0 22 1136	1502	786 282	850 198	413 434	428 373	495 97 ^A	255 251	284 214	52 ^A 10 ^V	105 ^A	70 ^A	
9.30 - 10.00									A 14.1 23 1232	1476	801 272	864 198	431 446	433 381	491 90 ^A	235 229	282 225	31 ^A 3 ^V	90 ^A	53 ^A	
MARIAH				6	209				A 8.0 14 699	1217	593 137 ^A	673 232 ^A	411 366 ^A	303 ^A 229 ^A	409 112 ^A	261 ^A 289 ^A	248 ^A 102 ^A	99 ^V 81 ^V	36 ^V	19 ^V	
1 WED. 10.00P 60 ABC GD				99					B 10.3 18 900	1449	732 290	818 230	468 466	412 299	504 155	297 290	242 178	71 50	56	30	
10.00 - 10.30									A 8.1 14 708	1311	636 171 ^A	716 263 ^A	480 422	337 ^A 200 ^A	427 144 ^A	271 ^A 287 ^A	241 ^A 105 ^A	116 ^A 95 ^V	52 ^V	30 ^V	
10.30 - 11.00									A 7.8 14 682	1113	549 101 ^V	626 197 ^A	337 ^A 306 ^A	269 ^A 262 ^A	388 ^A 76 ^V	246 ^A 288 ^A	256 ^A 100 ^V	82 ^V 68 ^V	17 ^V	7 ^V	
MATLOCK				29	211	204			A 16.6 27 1451	1573	738 212	835 129	297 299	388 485	573 99	222 245	274 304	46 ^A 23 ^V	119	67 ^A	
TUE. 8.00P 60 NBC GD				99	99				B 18.5 28 1617	1573	749 252	826 156	329 343	390 436	580 113	250 261	294 283	73 38	94	55	
8.00 - 8.30									A 15.6 26 1363	1567	741 197	842 120	295 296	393 497	569 81 ^A	207 242	286 307	47 ^A 23 ^V	109	57 ^A	
8.30 - 9.00									A 17.6 28 1538	1572	733 226	826 136	298 303	382 470	574 114	233 246	264 299	45 ^A 23 ^V	127	75 ^A	
ME & MRS. C SAT. 9.30P 30 NBC CS				6	201	207	97	99	A 14.7 28 1285	1720	767 252	882 246	457 401	375 373	507 153	271 299	215 198	125 54 ^A	206	153	
									B 15.7 29 1372	1682	782 293	910 278	470 406	351 388	456 123	242 241	198 185	118 59	198	131	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1987 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONTD																															
MIAMI VICE																															
1	FRI.	9.00P	120	NBC	OP	29	210	210	A	10.3	18	900	1606	550	214	606	237	371	312	265	191	642	245	432	365	291	157	214	98	144	104
2	FRI.	9.00P	60	NBC	OP	99	98		B	15.9	26	1390	1757	672	321	757	284	497	464	362	204	682	265	478	429	327	164	145	66	173	121
		9.00 - 9.30							A	9.2	16	804	1678	611	254	676	268	389	353	274	233	624	246	397	357	277	170	169	73	209	144
		9.30 - 10.00							A	10.1	18	883	1629	568	236	640	251	392	350	277	197	627	231	410	376	310	155	193	92	169	127
		10.00 - 10.30							A	10.9	19	953	1638	529	197	570	222	365	275	269	156	697	268	501	375	306	152	268	122	103	88
		10.30 - 11.00							A	12.1	22	1058	1456	448	135	480	182	314	220	229	149	653	253	466	347	272	151	278	133	45	18
MIKE HAMMER																															
	WED.	8.00P	60	CBS	PD	18	205	201	A	11.1	20	970	1569	708	256	791	148	330	352	404	395	577	115	259	244	290	288	107	27	94	18
		8.00 - 8.30							B	12.1	19	1058	1609	715	239	785	156	335	353	388	385	631	137	294	307	333	284	78	28	115	62
		8.30 - 9.00							A	10.6	19	926	1566	694	242	781	147	321	331	390	402	570	108	247	237	283	296	114	32	101	18
									A	11.5	20	1005	1575	723	267	802	147	337	372	423	389	584	121	269	249	296	282	103	24	86	18
MR. BELVEDERE																															
	FRI.	8.30P	30	ABC	CS	21	204	198	A	11.2	21	979	1584	703	249	827	201	442	396	360	361	393	108	220	198	182	156	94	48	270	182
									B	13.4	22	1171	1824	722	281	839	254	467	430	370	330	459	149	259	239	206	171	154	86	372	242
MOONLIGHTING																															
1	TUE.	9.00P	60	ABC	PD	26	214		A	19.2	30	1678	1605	648	378	732	402	556	472	268	138	459	221	385	342	206	53	190	98	224	123
		9.00 - 9.30							B	22.2	33	1940	1795	776	399	876	403	655	578	379	176	574	278	450	395	246	92	193	105	152	104
		9.30 - 10.00							A	19.4	31	1696	1598	629	369	708	403	531	457	244	139	465	221	388	350	212	53	192	106	233	129
									A	19.0	30	1661	1604	663	384	750	399	579	486	290	133	448	220	381	332	197	50	190	89	216	117
MURDER, SHE WROTE																															
	SUN.	8.00P	60	CBS	SM	28	209	208	A	18.5	34	1617	1447	764	263	812	123	304	325	393	453	552	90	209	216	249	314	36	21	47	24
		8.00 - 8.30							B	24.3	36	2124	1614	806	305	887	171	376	395	431	439	585	125	264	279	301	274	63	33	79	50
									A	18.2	34	1591	1444	759	268	807	117	300	321	395	452	559	94	216	221	256	313	35	21	43	20

8.30 - 9.00									A 18.8 33 1643			1444 764 257			812 127 305 327 389 452			539 84^ 200 209 243 312			40^ 22v 53^ 28^		
MY SISTER SAM									A 12.6 21 1101			1605 723 340			854 275 483 462 369 326			488 166 304 284 247 171			101^ 79^ 162 117^		
MON. 8.30P 30 CBS CS 98 99									B 16.7 25 1460			1688 783 331			876 295 499 476 385 309			464 167 287 270 213 145			129 82 219 140		
NBC MONDAY NIGHT MOVIES									A 16.4 26 1433			1647 775 318			822 285 506 519 397 227			590 218 379 372 252 168			112 61^ 123 82^		
MON. 9.00P 120 NBC FF 99 99									B 18.4 28 1608			1687 757 323			850 290 516 480 400 270			552 191 346 324 270 167			154 83 131 97		
9.00 - 9.30									A 15.4 24 1346			1751 783 332			840 306 520 519 389 234			585 219 389 354 248 165			150 83^ 176 110		
9.30 - 10.00									A 16.6 26 1451			1705 772 324			818 291 508 518 391 225			603 218 387 374 261 175			112 64^ 172 117		
10.00 - 10.30									A 17.0 27 1486			1601 787 307			831 286 514 532 407 224			581 210 359 380 249 168			95^ 52^ 94^ 68^		
10.30 - 11.00									A 16.7 28 1460			1529 753 298			795 251 480 505 405 223			581 219 374 377 248 159			98 51^ 55^ 36^		
NBC NIGHTLY NEWS-SAT(B)									A 5.6 14 489			1796 705 302^			705 153^ 290^326^ 314^361^			817 181^ 305^348^ 369^395^			224^ 1T 50v 50v		
2 SAT. 6.30P 30 NBC N 129 75																							
NBC NIGHTLY NEWS-SUN									A 7.0 16 612			1327 552 147^			582 93^ 189^189^ 181^393			484 95^ 173^173^ 139^311			109^ 1T 152^ 47v		
SUN. 6.30P 30 NBC N 21 177 177									B 7.8 15 682			1493 693 222			752 142 282 305 316 413			612 136 281 287 275 295			50 17 79 44		
NBC NIGHTLY NEWS									A 10.6 23 926			1504 652 218			717 138 247 276 303 400			611 116 247 246 298 330			58^ 32^ 118 27^		
M-F 6.30P 30 NBC N 148 205 205									B 11.9 22 1040			1474 677 203			738 143 262 289 316 405			620 122 261 270 286 318			47 23^ 69 38		
NBC SUNDAY NIGHT MOVIE									A 20.5 34 1792			1979 769 368			868 285 554 485 429 261			705 198 433 400 382 218			215 88 191 134		
SUN. 9.00P 120 NBC FF 99 99									B 18.2 28 1591			1781 766 333			871 304 548 501 422 262			638 219 419 397 330 173			150 72 122 90		
9.00 - 9.30									A 18.7 31 1634			2032 770 371			873 284 532 465 421 278			701 189 424 392 382 220			223 76^ 235 154		
9.30 - 10.00									A 20.3 33 1774			2016 767 372			863 283 539 478 423 264			714 204 442 407 389 216			224 97 215 151		
10.00 - 10.30									A 21.8 36 1905			1927 758 355			852 274 555 489 431 249			696 202 428 393 370 218			214 89 165 119		
10.30 - 11.00									A 21.5 36 1879			1924 767 364			871 289 575 496 440 252			697 195 435 402 379 214			199 91 157 113		
NEWHART									A 14.8 23 1294			1578 666 350			777 226 452 454 382 280			493 164 325 315 254 156			125 68^ 183 134		
MON. 9.00P 30 CBS CS 27 209 208									B 18.8 28 1643			1664 775 335			862 292 503 481 386 296			539 203 359 336 251 153			112 60 151 94		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
															WOMEN					MEN																		
															18-49					25-34					35-44					45-54								
															TOTAL					TOTAL					TOTAL					TOTAL								
EVENING CONT'D																																						
NEWSBREAK-M-F																																						
1 MTHF 9.58P 1 CBS N 151 157 157 A 10.1 17 883 1506 775 293 844 190 389 412 419 391 510 96 229 249 286 242 65^ 41^ 87 54^																																						
1 TUE. 9.50P 2 2 B 11.5 18 1005 1577 780 303 871 245 443 424 400 371 517 142 271 264 256 212 85 43 104 70																																						
2 MTH 9.58P 1 1																																						
2 TUE. 10.00P 1 1																																						
2 FRI. 9.55P 3 3																																						
NEWSBREAK-SAT.																																						
1 SAT. 9.50P 1 CBS N 31 167 166 A 6.3 12 551 1523 665 134^ 744 115^ 320 375 400 355 613 95^ 224^242^ 310 331 106^ LT 60^ 60^																																						
2 SAT. 9.51P 1 1 B 8.2 14 717 1690 720 277 816 211 428 433 409 319 632 174 352 351 328 235 102 46 140 94																																						
NEWSBREAK-SUN.																																						
1 SUN. 10.00P 2 CBS N 31 168 164 A 11.4 18 996 1459 901 359 1009 261 426 439 502 449 375 70^ 127^140^ 168 225 58^ 49^ 17^ 10^																																						
2 SUN. 9.48P 1 1 B 13.9 21 1215 1587 802 324 900 241 447 444 425 380 541 145 276 279 268 227 78 45 68 47																																						
NIGHT COURT																																						
WED. 9.30P 30 NBC CS 8 202 200 A 14.7 24 1285 1672 818 334 890 392 551 428 294 296 490 194 308 295 201 150 147 82^ 145 95^																																						
WED. 9.30P 30 NBC CS 8 202 200 B 15.8 25 1381 1729 742 335 842 339 530 469 345 263 515 201 348 322 237 136 175 89 197 126																																						
OHARA																																						
SAT. 9.00P 60 ABC OP 17 203 191 A 8.4 16 734 1620 584 292 705 186^ 379 344 360 277 564 107^ 326 343 354 191^ 199 104^ 152^ 118^																																						
9.00 - 9.30 A 10.4 18 909 1788 660 319 748 229 447 420 386 249 674 204 433 411 361 202 141 61 225 173																																						
9.30 - 10.00 A 7.7 15 673 1590 563 281 690 182^ 377 332 351 270 557 107^ 322 350 356 186^ 202^102^ 141^ 120^																																						
A 9.1 17 795 1640 595 301 710 190 377 344 361 284 571 110^ 330 335 349 197 199 107^ 160^ 114^																																						
OUR HOUSE																																						
1 201 A 9.0 17 787 2287 944 385 1121 524 718 503 361 343^ 496 215^ 347^297^ 205^119^ 140^ 78^ 530 313																																						
2 SUN. 8.00P 60 NBC GD 98 B 9.0 17 787 2287 944 385 1121 524 718 503 361 343 496 215 347 297 205 119 140 78 530 313																																						
8.00 - 8.30 A 8.1 16 708 2222 971 402 1131 543 729 496 360^335^ 483 205^ 340^296^ 200^120^ 80^ 80^ 528 311^																																						
8.30 - 9.00 A 9.9 18 865 2328 917 368 1108 510 708 507 358 347 501 217^ 349 293^ 209^119^ 189^ 75^ 530 316^																																						
OUR HOUSE																																						
1 SUN. 7.00P 60 NBC GD 26 202 A 8.3 16 725 1719 697 327^ 798 251^ 461 419 334^282^ 420 92^ 245^258^ 228^134^ 242^160^ 259^ 146^																																						
7.00 - 7.30 B 12.6 20 1101 1961 793 346 906 277 522 475 404 327 588 200 378 334 290 174 185 106 282 184																																						
7.30 - 8.00 A 7.8 16 682 1733 712 305^ 808 248^ 468 400^ 324^305^ 446 97^ 252^245^ 234^163^ 225^170^ 254^ 143^																																						
A 8.9 17 778 1667 675 338^ 775 254^ 449 427 331^256^ 382 80^ 230^258^ 217^107^ 252^147^ 258^ 141^																																						
OUR WORLD																																						
THU. 8.00P 60 ABC DN 26 205 200 A 6.7 12 586 1444 753 279 829 195^ 431 429 473 343 558 130^ 282 326 298 207^ LT LT 54^ 36^																																						
8.00 - 8.30 B 6.6 10 577 1541 650 247 728 195 339 375 359 309 613 177 342 368 327 210 88 41 112 70																																						
8.30 - 9.00 A 7.0 12 612 1377 707 256 783 182^ 393 394 430 338 537 130^ 279 317 283 196^ LT LT 57^ 37^																																						
A 6.4 11 559 1504 806 302 878 206^ 471 466 519 352 570 127^ 282 333 308 216^ LT LT 51^ 36^																																						
OUTLAWS																																						
2 SAT. 8.00P 60 CBS A 14 202 A 8.4 18 734 1834 617 222^ 860 282^ 435 312^ 351^370^ 717 40^ 244^315^ 455 402 96^ 30^ 161^ 100^																																						
8.00 - 8.30 B 10.9 19 953 1780 735 272 813 197 389 402 395 351 711 175 383 381 384 287 86 33 170 101																																						
8.30 - 9.00 A 8.1 17 708 1723 603 195^ 834 245^ 405 314^ 356^370^ 715 52^ 260^329^ 448 386^ 66^ 28^ 108^ 70^																																						
A 8.7 18 760 1929 629 247^ 882 319^ 460 311^ 339^368 715 29^ 297^299^ 463 416 120^ 29^ 212^ 129^																																						
PERFECT STRANGERS																																						
WED. 8.00P 30 ABC CS 29 211 209 A 13.1 24 1145 1658 639 346 759 350 573 486 283 154 378 203 304 255 134 63^ 153 67^ 368 261																																						
WED. 8.00P 30 ABC CS 29 211 209 B 15.7 25 1372 1910 728 317 816 338 568 504 356 197 538 239 401 356 236 110 218 111 338 233																																						
RAGS TO RICHES																																						
1 SUN. 8.00P 60 NBC CS 8 202 A 10.6 19 926 2109 702 350 753 287^ 496 449 365 169^ 489 175^ 344 334 255^ 90^ 361 203^ 506 347																																						
8.00 - 8.30 B 13.5 22 1180 2150 777 345 913 344 610 527 406 245 535 215 374 316 251 125 281 160 421 311																																						
8.30 - 9.00 A 9.7 18 848 1992 653 305^ 699 265^ 428 403 320^173^ 440 154^ 297^303^ 231^ 83^ 359 216^ 494 338																																						
A 11.6 20 1014 2175 735 382 787 302 545 487 396 159^ 519 189^ 371 357 269^ 93^ 358 188^ 511 354																																						
ROOMIES																																						
1 FRI. 8.00P 30 NBC CS 6 198 A 8.5 17 743 1600 631 180^ 746 230^ 341^295^ 264^384 622 185^ 283^286^ 256^272^ 101^ 66^ 131^ 57^																																						
1 FRI. 8.00P 30 NBC CS 6 198 B 10.7 20 935 1776 697 301 799 273 474 416 339 286 584 185 338 313 280 209 180 104 213 117																																						
ST. ELSEWHERE																																						
21 203 201 A 12.8 22 1119 1603 808 353 909 400 606 482 354 266 503 211 343 345 229 117^ 121^ 53^ 70^ 48^																																						
CONT'D																																						

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. %	Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
LATE FRINGE CONT'D																																	
ABC WEEKEND REPORT-SUN.										30	152	151	A	2.7	10	236	1068	551^ 64v	576^203^	292^254^	233^250^	492^221^	381^415^	246^ 68v	LT	LT	LT	LT	LT	LT			
1	SUN.	12.18A	15	ABC	N	84	84	B	2.6	9	227	1044	458 240	540 162	287 317	259 193	476 138	276 276	231 159	476 138	276 276	231 159	LT	LT	LT	LT	LT	LT					
2	SUN.	11.30P	15																														
CBS LATE NIGHT I										134	183	177	A	4.2	16	367	1142	705 205	745 175^	358 341	390 332	343 92^	182^180^	193 131^	54^ 48^	LT	LT	LT	LT	LT	LT		
1	M-W	11.30P	66	CBS	FF	89	87	B	4.7	17	411	1209	595 230	670 204	355 344	327 252	462 133	257 228	231 177	462 133	257 228	231 177	47 20			30	13						
2	M & TH	11.30P	66																														
2	TU & W	11.30P	65																														
		11.30 - 12.00						A	4.3	14	376	1237	755 215	793 210	411 370	413 338	382 118^	222 204	203 141^	382 118^	222 204	203 141^	59^ 50^	LT	LT	LT	LT						
		12.00 - 12.30						A	4.1	17	358	1092	679 207	718 154^	330 321	380 327	307 73^	154^168^	181^114^	307 73^	154^168^	181^114^	67^ 58^	LT	LT	LT	LT						
		12.30 - 1.00						A	3.9	20	341	865	527 140^	578 50v	214 270	302 308	261 24v	79^ 93^	199^144^	261 24v	79^ 93^	199^144^	26v LT	LT	LT	LT	LT						
CBS LATE NIGHT II										148	177	173	A	2.6	14	227	921	502 189^	546 101^	203^273^	304 260^	317 39v	132^145^	220^150^	58v 31v	LT	LT	LT	LT	LT	LT		
1	M & W	12.36A	41	CBS	FF	87	85	B	3.1	18	271	1061	530 192	580 182	299 312	275 215	422 124	247 214	218 152	422 124	247 214	218 152	36 LT			23	13						
1	TUE.	12.36A	51																														
1	FRI.	12.30A	49																														
2	MON.	12.36A	45																														
2	TUE.	12.35A	50																														
2	WED.	12.35A	48																														
2	THU.	12.36A	46																														
2	FRI.	12.30A	40																														
		12.30 - 1.00						A	2.7	14	236	953	538 182^	585 89^	217^289^	327 283^	313 47v	131^148^	215^140^	313 47v	131^148^	215^140^	55v 42v	LT	LT	LT	LT						
		1.00 - 1.30						A	2.5	16	219	854	442 201^	479 109^	182^246^	275^219^	320 33v	133^141^	218^160^	479 109^	182^246^	275^219^	55v LT	LT	LT	LT	LT						
CBS NEWS NIGHTWATCH-1										149	51	49	A	1.2	12	105	324^ 258^ LT	258^134v	134v172^	57v 86v	66v LT	47v 57v	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT		
1	M-W	2.00A	30	CBS	N	48	45	B	1.1	11	96	508	257 125	311 75	146 136	166 150	191 LT	116 110	103 72	191 LT	116 110	103 72	LT LT	LT LT	LT LT	LT LT	LT LT						
2	M-THU	2.00A	30																														
CBS NEWS NIGHTWATCH-2										153	70	70	A	1.6	19	140	343^ 279^ LT	279^ 72v	72v165^	93v114v	64v LT	LT LT	50v 50v	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT		
1	M-W	2.30A	30	CBS	N	65	65	B	1.4	17	122	480	240 83	284 80	130 133	123 137	187 LT	112 114	127 66	187 LT	112 114	127 66	LT LT	LT LT	LT LT	LT LT	LT LT						
2	M-THU	2.30A	30																														
CBS NEWS NIGHTWATCH-3										154	98	99	A	1.3	23	114	193^ 115v LT	123v LT	LT LT	44v 88v	70v LT	LT LT	52v LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	
1	M-W	3.00A	180	CBS	N	80	80	B	1.2	21	105	383	177 80	221 53	78 79	76 126	147 LT	69 64	55 74	221 53	78 79	76 126	LT LT	LT LT	LT LT	LT LT	LT LT						
1	THU.	3.04A	176																														
2	M-THU	3.00A	180																														
		3.00 - 3.30						A	1.5	21	131	366^ 222^ LT	222^ LT	LT 107v	91v115v	144^ LT	LT LT	122v122v	144^ LT	LT LT	122v122v	LT LT	LT LT	LT LT	LT LT	LT LT							
		3.30 - 4.00						A	1.4	23	122	262^ 189^ LT	189^ LT	LT 66v	49v123v	73v LT	LT LT	49v 49v	73v LT	LT LT	49v 49v	LT LT	LT LT	LT LT	LT LT	LT LT							
		4.00 - 4.30						A	1.2	22	105	181^ 124v LT	124v LT	LT LT	LT 104v	57v LT	57v LT	LT LT	57v LT	57v LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT							
		4.30 - 5.00						A	1.1	22	96	94v LT LT	LT LT	LT LT	LT LT	94v LT	63v 62v	62v LT	94v LT	63v 62v	62v LT	LT LT	LT LT	LT LT	LT LT	LT LT							
		5.00 - 5.30						A	1.1	22	96	52v LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT						
		5.30 - 6.00						A	1.1	22	96	146v 105v LT	136v LT	LT LT	94v136v	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT						
CBS SUNDAY NEWS-OSGOOD										29	113	114	A	4.3	9	376	1378	692 229^	754 197^	376^359^	371^338^	480 85v	274^274^	277^200^	105^ 79v	39v 39v	39v 39v	39v 39v	39v 39v	39v 39v	39v 39v		
SUN.	11.00P	15	CBS	N	62	62		B	4.7	10	411	1308	672 205	743 208	345 343	316 349	514 135	275 264	254 221	514 135	275 264	254 221	29 15			22	13						
DAVID LETTERMAN I										120	204	204	A	3.9	19	341	1240	525 200^	590 240	373 323	250 167^	589 348	497 342	211 69^	47v 23v	14v LT	14v LT	14v LT	14v LT				
M-TH	12.30A	30	NBC	GV	99	99		B	4.1	20	358	1158	458 219	579 238	361 292	242 167	518 264	410 300	216 82	518 264	410 300	216 82	42 18			19	15						
DAVID LETTERMAN II										120	204	204	A	2.8	18	245	1057	415 224^	494 233^	380 286	179^102^	543 290	465 343	217^ 49v	20v LT	LT LT	LT LT	LT LT	LT LT				
M-TH	1.00A	30	NBC	GV	99	99		B	3.2	20	280	1073	383 196	511 229	343 275	206 130	504 275	411 280	194 71	504 275	411 280	194 71	40 LT			18	13						
FRIDAY NIGHT VIDEOS										30	190	191	A	3.0	14	262	897	393^275^	443^244^	340^295^	164^ 84v	297^152^	225^225^	122v 72v	157^111v	LT LT	LT LT	LT LT	LT LT	LT LT			
FRI.	12.30A	90	NBC	PC	97	97		B	3.8	19	332	1112	409 223	520 258	369 317	212 118	376 203	313 259	157 50	376 203	313 259	157 50	182 99			34	30						
CONT'D																																	

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	OUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																													
ALL MY CHILDREN-CONT'D																													
2 MON. 1.22P 38																													
2 TU-F 1.00P 60																													
1.00 - 1.30																													
1.30 - 2.00																													
AMERICAN TREASURY 91 196 196																													
M-F 3.58P 1 CBS DD 92 92																													
ANOTHER WORLD 146 203 203																													
M-F 2.00P 60 NBC DD 99 99																													
2.00 - 2.30																													
2.30 - 3.00																													
AS THE WORLD TURNS 38 207 207																													
1 TU-F 2.00P 60 CBS DD 99 99																													
2 M-F 2.00P 60																													
2.00 - 2.30																													
2.30 - 3.00																													
BEFORE HOURS 55 138 139																													
M-F 6.15A 15 NBC N 85 86																													
BOLD AND THE BEAUTIFUL 39 197 198																													
M-F 1.30P 30 CBS DD 94 94																													
CBS MORN NEWS-7:00AM-M(B) 178																													
1 MON. 7.00A 30 CBS N 83																													
CBS MORNING NEWS- 6:30AM 90 145 145																													
M-F 6.30A 30 CBS N 86 86																													
CBS MORNING NEWS- 7:00AM 89 201 201																													
1 TU-F 7.00A 30 CBS N 98 98																													
2 M-F 7.00A 30																													
CLASSIC CONCENTRATION 13 141 145																													
1 TU-F 10.30A 30 NBC QG 74 75																													
2 M-F 10.30A 30																													
DAYS OF OUR LIVES 148 209 210																													
M-F 1.00P 60 NBC DD 99 99																													
1.00 - 1.30																													
1.30 - 2.00																													
FAME,FORTUNE AND ROMANCE 147 147 148																													
1 TU-F 11.00A 30 ABC CC 78 78																													
2 M-F 11.00A 30																													
GENERAL HOSPITAL 143 211 211																													
M-F 3.00P 60 ABC DD 99 99																													
3.00 - 3.30																													
3.30 - 4.00																													
GOOD MORN, AMER-730-MO(B) 188																													
1 MON. 7.30A 30 ABC N 82																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1987 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
WK # DAY START TIME DUR NET TYPE										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
Y/C THIS SEASON										HOUSEHOLD AUDIENCES													
NO. OF STATIONS & PROGRAM COVERAGE										TOTAL LADY WORK PERSONS OF ING HOUSE WOM.													
WK 1 WK 2										18- 18- 25- 35- 55+ 18- 18- 25- 35- 55+ TEENS (12-17) CHILDREN (2-11)													
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																																	
NBC SPORTS SPECIAL(S)										171		A	1.4	4	122	2123^1122^205v	1196^918^	943^318v	97v181v		671^318v	516v493v	338v	81v	LT	LT	222v	74v					
1 SUN. 3.00P 60 NBC SE										91		A	1.5	5	131	2244 1412^221v	1511^1190^1228^435v	168v153v		413v 92v	283v245v	299v	76v	60v	LT	260v	69v						
3.00 - 3.30												A	1.3	4	114	1860^ 754^176v	789^579v	579v158v	LT 210v		904^562v	746^736^	342v	71v	LT	LT	167v	79v					
3.30 - 4.00																																	
ONE TO GROW ON-8:58AM										32	200	198	A	4.2	22	367	1351 133^ 30v	133^ 32v	62v 91v	59v 42v		66v 31v	66v 66v	35v	LT	201^ 36v	951	562					
SAT. 8.58A 2 NBC CN										97	97	B	4.9	23	428	1592 266 113	307 163	221 163	111 63		213 114	162 117	80 44		157 64	915	536						
ONE TO GROW ON-10:28AM										32	204	205	A	5.8	22	507	1893 288 116^	288 229^	260^260^	59v 28v		197^ 95^	138^138^	102^ 59v		305 91^	103	543					
SAT. 10.28A 2 NBC CN										99	99	B	6.5	23	568	1720 356 142	417 248	310 228	120 85		253 152	198 126	82 48		180 93	870	460						
ONE TO GROW ON-11:58AM										29	164	186	A	4.3	17	376	1644 288^179^	288^179^	179^179^	30v109^		272^219^	242^242^	36v 30v		294^119^	790	506					
SAT. 11.58A 2 NBC CN										86	90	B	5.5	19	481	1727 318 141	375 206	261 199	120 97		219 111	159 109	79 58		216 111	917	502						
PEE WEE'S PLAYHOUSE										28	209	208	A	5.4	21	472	1678 178^ 40v	290^121^	173^109^	70v117^		186^ 98^	171^120^	88^ 15v		212^ 76v	990	607					
SAT. 10.00A 30 CBS CL										99	99	B	5.8	20	507	1762 287 132	344 197	256 185	97 81		217 120	176 146	74 37		185 85	1016	579						
POUND PUPPIES										31	206	207	A	3.3	13	288	1503 210^ 73v	276^130^	228^194^	112v 48v		125v 35v	70v 77v	90v	LT	178^115v	924	497					
SAT. 10.30A 30 ABC CA										97	97	B	4.3	15	376	1855 357 136	411 256	320 236	116 83		218 113	163 122	78 50		165 90	1061	625						
PREAKNESS STAKES(S)										212		A	6.7	21	586	1350 620 181^	741 108v	284^271^	363^390^		527 106v	242^272^	252^255^		22v 22v	60v	60v						
1 SAT. 4.30P 90 ABC SE										99		A	5.2	18	454	1183 569^132v	694 103v	256^250^	340^363^		434^ 79v	211^235^	222^199^		LT LT	55v	55v						
4.30 - 5.00												A	6.8	21	594	1387 620 199^	745 97v	277^268^	394^394^		557 134^	262^295^	251^262^		34v 34v	51v	51v						
5.00 - 5.30												A	8.1	23	708	1435 655 200^	772 120^	311^294^	358^401		561 97v	247^275^	273^286^		28v 28v	74v	74v						
5.30 - 6.00																																	

REAL GHOSTBUSTERS					32	206	206	A	4.0	15	350		1471 203^ 92v	278^146^	235^169^	117^ 43v			151^ 23v	77v124^	128^ 19v			179^105^		863	508
SAT.	10.00A	30	ABC	CA	98	98	B	5.0	18	437			1731 305 126	364 198	265 208	135 76			232 119	177 131	80 47			225 92		910	571
ROCK N WRESTLING-1					22	146	140	A	2.2	9	192		1422 454^ LT	454^282^	282^282^	25v172v			146v 57v	104v104v	68v 42v			249^ 83v		573^	428^
SAT.	12.00N	30	CBS	CA	70	69	B	2.7	9	236			1582 351 126	394 189	246 224	129 113			276 127	212 179	106 56			182 99		730	414
ROCK N WRESTLING-2					27	146	143	A	2.3	9	201		1164 335^ LT	335^300^	300^300^	35v 35v			160v 85v	125v125v	75v 35v			132v LT		537^	368^
SAT.	12.30P	30	CBS	CA	70	70	B	2.9	10	253			1680 349 135	420 240	294 224	114 106			302 156	242 193	109 55			177 58		781	413
SMURFS I					32	205	206	A	4.9	22	428		1661 287^ 52v	287^169^	193^267^	98^ 20v			128^ 45v	80v 65v	56v 48v			147^ 67v		1099	561
SAT.	9.00A	30	NBC	CA	99	99	B	5.4	23	472			1718 324 125	361 201	263 194	124 74			255 143	205 159	91 41			163 76		939	532
SMURFS II					32	205	206	A	5.7	23	498		1755 306 113^	306 195^	209^279^	84^ 27v			185^113^	142^107^	56v 43v			154^ 65v		1110	594
SAT.	9.30A	30	NBC	CA	99	99	B	6.1	23	533			1728 339 130	384 221	277 216	123 78			264 147	207 160	96 47			187 92		893	508
SMURFS III					32	205	206	A	6.3	24	551		2002 290 116^	290 228^	264 264	62v 26v			196^ 98^	140^140^	98^ 56v			317 85^		1199	612
SAT.	10.00A	30	NBC	CA	99	99	B	6.8	24	594			1730 347 146	404 242	306 228	119 76			252 152	199 129	83 47			192 96		882	472
SPORTSWORLD					12	186	178	A	3.4	10	297		1488 482 266^	553 228^	310^196^	149^243^			707 283^	469^405^	240^238^			96v LT		132^	71v
SUN.	4.00P	120	NBC	SA	95	92	B	4.8	13	420			1545 513 248	600 215	326 281	235 234			686 223	437 406	327 218			145 45		114	69
	4.00 - 4.30						A	2.6	8	227			1383 493^348^	581^281^	388^226^	137v193^			603^317^	404^335^	141v199^			111v LT		88v	70v
	4.30 - 5.00						A	3.3	10	288			1497 486^378^	562 236^	357^229^	178^205^			716 334^	493 413^	250^223^			94v LT		125v	77v
	5.00 - 5.30						A	3.7	11	323			1560 490 238^	576 241^	309^185^	164^267^			709 261^	481 421^	259^228^			98v LT		177^	90v
	5.30 - 6.00						A	3.9	11	341			1472 460 143^	486 173^	211^150^	106v275^			766 246^	479 426	271^287^			100v LT		120^	50v
SUNDAY MORNING					31	177	178	A	4.0	18	350		1160 560 188^	612 114^	237^248^	228^358^			465 93v	203^198^	223^211^			20v 20v		63v	32v
SUN.	9.00A	90	CBS	N	96	96	B	4.5	19	393			1356 618 222	685 97	235 278	309 396			547 139	288 308	285 210			36 15		88	54
	9.00 - 9.30						A	3.4	17	297			1168 650 229^	684 114v	239^259^	257^425^			463^ 90v	201^183^	256^221^			LT LT		21v	21v
	9.30 - 10.00						A	4.2	18	367			1101 531 166^	586 79v	202^218^	226^368^			474 100^	196^169^	216^237^			LT LT		41v	41v
	10.00 - 10.30						A	4.5	18	393			1201 505 178^	577 147^	271^273^	210^290^			455 91v	214^239^	207^173^			49v 49v		120^	33v

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1987 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (17 & U)		CHILDREN (7-16)																				
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TEEN	TOTAL	CHILD																	
WEEKEND DAYTIME CONT'D																																													
TEEN WOLF																	32	204	204	A	5.2	20	454	1694	291^172^	359	132^	247^190^	134^112^	115^	61^	85^	85^	44^	30^	375	77^	845	535						
SAT. 10.30A 30 CBS CA																	98	99	B	5.5	19	481	1772	277 146	356	172	241	180	131 94	218	135	184	131	65	30	286	128	912	536						
THIS WEEK-DAVID BRINKLEY																	27	195	173	A	3.6	13	315	1267	678 86^	688	121^	146^196^	238^428^	553	106^	112^137^	152^416^			LT	LT	26^	LT						
1 SUN. 11.30A 60 ABC N																	98	91	B	4.2	13	367	1213	546 138	592	84	124	152	196 422	595	102	203	226	247	353	LT	LT	16	LT						
2 SUN. 10.00A 60																																													
10.00 - 10.30																	A	3.6	13	315	1305	650^	32^	650^235^	235^164^	114^368^	655^210^	210^302^	235^353^	LT	LT	LT	LT												
10.30 - 11.00																	A	3.4	12	297	1320	693^	50^	693^198^	198^139^	135^410^	627^213^	213^213^	168^414^	LT	LT	LT	LT												
11.30 - 12.00																	A	3.5	14	306	1261	663^	121^	689^	LT	65^222^	352^467^	497^	LT	LT	117^497^	LT	LT	75^	40^										
12.00 - 12.30																	A	3.6	14	315	1216	756^	128^	756^	54^	92^263^	355^493^	437^	LT	15^	15^	76^422^	LT	LT	23^	LT									
WILDFIRE																	32	199	199	A	2.1	11	184	1717	321^217^	331^	65^	206^206^	186^125^	53^	27^	37^	37^	26^	LT	142^114^		1191	755^						
SAT. 8.30A 30 CBS CA																	97	97	B	3.1	15	271	1580	294 99	347	166	227	197	105 109	187	68	122	96	87	62	97	45	949	554						
WINSTON STOCK CAR RACE(S)																	169		A	3.1	9	271	1022^	281^126^	281^	LT	89^115^	233^166^	693^176^	456^458^	477^184^	48^	29^	LT	LT										
1 SUN. 3.30P 150 ABC SE																	87																												
3.30 - 4.00																	A	2.2	7	192	1042^	282^	32^	282^	LT	32^	32^	188^250^	760^125^	490^365^	635^270^	LT	LT	LT	LT										
4.00 - 4.30																	A	2.8	9	245	1000^	383^	241^	383^	LT	142^240^	346^143^	617^139^	396^388^	445^164^	LT	LT	LT	LT											
4.30 - 5.00																	A	3.0	9	262	897^	290^	180^	290^	LT	130^180^	260^110^	595^160^	416^394^	409^133^	LT	LT	LT	LT											
5.00 - 5.30																	A	3.5	10	306	1085	281^	105^	281^	LT	88^	88^	233^193^	673^180^	441^445^	450^186^	131^	62^	LT	LT										
5.30 - 6.00																	A	3.9	11	341	1106	210^	82^	210^	LT	50^	50^	164^160^	828	259^	543^634^	484^194^	68^	68^	LT	LT									
MUZZLES																	31	203	203	A	1.9	13	166	1404	151^	49^	205^139^	150^150^	66^	55^	289^109^	169^151^	77^120^	102^	30^	808^	603^								
SAT. 8.00A 30 ABC CA																	98	98	B	2.3	14	201	1564	300 142	340	186	249	199	108 83	225	108	158	137	69	66	72	33	927	552						

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{ 20,010 22.9															
ABC TV		← ABC MONDAY NIGHT MOVIE QUEENIE, PT. 2 (50)															
AVERAGE AUDIENCE (Households (000) & %)		{ 11,270															
SHARE OF AUDIENCE %		{ 12.9 11.7* 12.6* 13.0* 13.4* 13.4* 13.4*															
AVG. AUD. BY ¼ HR. %		{ 21 21* 22* 21* 21* 21* 21*															
TOTAL AUDIENCE (Households (000) & %)		{ 14,510 12,320 14,330 14,600 16,340															
CBS TV		← KATE & ALLIE MY SISTER SAM (R)(60) NEWHART (R) DESIGNING WOMEN (50) → CAGNEY & LACEY															
AVERAGE AUDIENCE (Households (000) & %)		{ 12,500 10,660 12,240 12,850 12,850															
SHARE OF AUDIENCE %		{ 14.3 12.2 14.0 14.7 14.7															
AVG. AUD. BY ¼ HR. %		{ 25 21 22 23 24 23* 25*															
TOTAL AUDIENCE (Households (000) & %)		{ 14,250 15,470 22,370															
NBC TV		← ALF VALERIE (R) → NBC MONDAY NIGHT MOVIES HANDS OF A STRANGER, PART 2															
AVERAGE AUDIENCE (Households (000) & %)		{ 12,320 13,280 15,210															
SHARE OF AUDIENCE %		{ 14.1 15.2 17.4 16.7* 17.3* 17.8* 17.7*															
AVG. AUD. BY ¼ HR. %		{ 25 26 28 27* 27* 28* 30*															
TOTAL AUDIENCE (Households (000) & %)		{ 27,530 31.5															
ABC TV		← HAPPY BIRTHDAY HOLLYWOOD (50) →															
AVERAGE AUDIENCE (Households (000) & %)		{ 13,200															
SHARE OF AUDIENCE %		{ 15.1 12.7* 14.2* 15.7* 15.0* 16.7* 16.2*															
AVG. AUD. BY ¼ HR. %		{ 24 21* 23* 24* 23* 26* 27*															
TOTAL AUDIENCE (Households (000) & %)		{ 15,210 12,670 15,910 14,330 13,630															
CBS TV		← KATE & ALLIE MY SISTER SAM (R)(60) NEWHART (R) DESIGNING WOMEN (R)(50) → CAGNEY & LACEY (R)															
AVERAGE AUDIENCE (Households (000) & %)		{ 12,670 11,270 13,550 12,410 10,230															
SHARE OF AUDIENCE %		{ 14.5 12.9 15.5 14.2 11.7															
AVG. AUD. BY ¼ HR. %		{ 24 21 24 22 19 19* 19*															
TOTAL AUDIENCE (Households (000) & %)		{ 15,120 15,120 20,540															
NBC TV		← ALF (R) VALERIE (R) → NBC MONDAY NIGHT MOVIES SIX AGAINST THE ROCK															
AVERAGE AUDIENCE (Households (000) & %)		{ 12,940 12,940 13,460															
SHARE OF AUDIENCE %		{ 14.8 14.8 15.4 14.0* 15.9* 16.1* 15.7*															
AVG. AUD. BY ¼ HR. %		{ 25 24 24 22* 24* 25* 26*															
TV HOUSEHOLDS USING TV, WK. 1		{ 49.1 49.7 51.0 53.2 55.6 57.3 57.8 59.5 61.6 63.7 64.0 64.5 63.3 62.3 60.4 56.9															
(See Def. 1)		{ WK 2 54.0 55.5 55.5 56.9 59.0 61.2 61.7 62.9 63.7 65.3 65.4 65.6 64.7 63.2 61.0 57.8															
U.S. TV Households: 87,400,000																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAY 12, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV WK. 1		50.8	51.8	53.2	55.0	57.9	60.3	62.1	63.2	62.4	63.0	63.5	63.7	61.7	60.3	58.5	56.7
(See Def. 1) WK. 2		51.5	52.9	54.3	56.2	57.9	60.5	61.4	63.7	62.6	63.7	65.2	65.3	63.2	61.8	60.1	57.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. TUE. MAY 19, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 13, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,670 14.5			14,070 16.1			15,640 17.9					10,840 12.4
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SO)		HAPPY ANNIVERSARY 007 (SO)						MAR AH	
	AVERAGE AUDIENCE (Households (000) & %)					10,750 12.3		12,060 13.8		10,660 12.2		12.2*		12.1*		6,990 8.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 11.7		24 12.9		20 12.2		20*		19*		14 8.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,250 16.3					19,050 21.8					17,310 19.8	
	CBS TV					MIKE HAMMER (R)(SUS-60)				MAGNUM, P.I. (R)(SO)						EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)					10,580 12.1		11.3*		12.8*		13,810 15.8		14.6*		13,630 15.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 11.1		21*		22*		26 13.6		24*		27 15.9	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					17,310 19.8							12,850 14.7			14,680 16.8	
	NBC TV							HIGHWAY TO HEAVEN (R)				NIGHT COURT (R)				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)					10,490 12.0		10.8*		12.1*		13.3*		12.2		10,840 12.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 10.5		20*		21*		22*		20		22 12.9	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					14,510 16.6			14,600 16.7			13,980 16.0					12,850 14.7
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SO)		DIANA ROSS: RHYTHM & BLUES (SO)						MOTEL	
	AVERAGE AUDIENCE (Households (000) & %)					12,060 13.8		12,410 14.2		8,220 9.4		9.4*		9.4*		9,960 11.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 13.1		24 14.5		15 10.0		16*		15*		20 11.2	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					11,270 12.9					13,370 15.3					13,810 15.8	
	CBS TV					MIKE HAMMER (R)(SUS-60)				MAGNUM, P.I. (R)(SO)						EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)					8,740 10.0		9.9*		10.1*		9,880 11.3		11.4*		11,100 12.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 9.8		18*		17*		18 11.5		19*		22 12.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					15,210 17.4					16,870 19.3			18,000 20.6			14,770 16.9
	NBC TV							HIGHWAY TO HEAVEN (R)				CHEERS SPECIAL (R)				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)					11,360 13.0		12.6*		13.5*		14,160 16.2		15,030 17.2		11,540 13.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 12.3		23*		23*		27 15.3		28 17.1		23 13.9	
TV HOUSEHOLDS USING TV		WK. 1	48.9	48.9	50.4	51.9	52.8	54.2	55.9	57.9	59.1	61.3	61.9	62.3	59.6	58.3	56.1
(See Def. 1)		WK. 2	51.4	51.6	52.6	53.6	54.4	57.0	58.2	59.9	60.0	60.9	61.5	62.2	59.6	58.2	56.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. MAY 20, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 14, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,000 10.3				8,040 9.2				15,210 17.4				20/20		
	ABC TV	OUR WORLD				JACK & MIKE (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)	5,680 6.5				4,720 5.4				10,750 12.3				12.6*		
	SHARE OF AUDIENCE %	11				10*				11*				21*		
W E E K 2	AVG. AUD. BY ¼ HR. %	7.4				4.1				7.3				12.3		
	TOTAL AUDIENCE (Households (000) & %)	11,800 13.5				14,250 16.3				18,790 21.5				20/20		
	CBS TV	SCARECROW & MRS. KING (SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING						
	AVERAGE AUDIENCE (Households (000) & %)	8,910 10.2				10,230 11.7				15,990 18.3				18.2*		
W E E K 3	SHARE OF AUDIENCE %	17				19				31				30*		
	AVG. AUD. BY ¼ HR. %	9.8				10.1				17.7				18.6		
	TOTAL AUDIENCE (Households (000) & %)	25,610 29.3				31,290 35.8				20,100 23.0				15,380 17.6		
	NBC TV	BILL COSBY SHOW (R)				FAMILY TIES (R)				CHEERS (R)				L.A. LAW (R)		
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	22,290 25.5				23,420 26.8				17,650 20.2				11,100 12.7		
	SHARE OF AUDIENCE %	44				43*				33				21		
	AVG. AUD. BY ¼ HR. %	24.2				26.2				21.1				13.5		
	TOTAL AUDIENCE (Households (000) & %)	8,740 10.0				8,130 9.3				16,260 18.6				20/20		
W E E K 5	ABC TV	OUR WORLD				JACK & MIKE (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)	6,030 6.9				4,980 5.7				11,270 12.9				13.1*		
	SHARE OF AUDIENCE %	12				10				11*				23		
	AVG. AUD. BY ¼ HR. %	7.2				5.1				7.1				12.4		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	11,800 13.5				14,420 16.5				13,370 15.3				20/20		
	CBS TV	SCARECROW & MRS. KING (SD)				SIMON & SIMON (R)(SD)				TWILIGHT ZONE SPECIAL						
	AVERAGE AUDIENCE (Households (000) & %)	8,910 10.2				10,840 12.4				8,910 10.2				10.0*		
	SHARE OF AUDIENCE %	18				21				22*				18		
W E E K 7	AVG. AUD. BY ¼ HR. %	9.5				11.0				13.1				10.2		
	TOTAL AUDIENCE (Households (000) & %)	23,340 26.7				22,370 25.6				17,310 19.8				18,000 20.6		
	NBC TV	BILL COSBY SHOW (R)				FAMILY TIES (R)				CHEERS (R)				DAYS & NIGHTS- MOLLY DOOD		
	AVERAGE AUDIENCE (Households (000) & %)	20,450 23.4				19,930 22.8				14,510 16.6				13,370 15.3		
W E E K 8	SHARE OF AUDIENCE %	42				39				28				27*		
	AVG. AUD. BY ¼ HR. %	22.2				22.6				17.4				15.7		
	TOTAL AUDIENCE (Households (000) & %)	50.1				50.9				52.2				54.1		
	TV HOUSEHOLDS USING TV WK. 1	49.1				50.0				51.4				53.3		

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. MAY 21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 15, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,700 11.1		12,500 14.3		13,110 15.0							
	ABC TV					WEBSTER (R)		MR. BELVEDERE (50)									
	AVERAGE AUDIENCE (Households (000) & %)					8,390 9.6		10,660 12.2		6,900 7.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.2	10.0	23 11.8	12.7	14 8.5	8.2* 14 *		7.6* 13 *		8.3* 14 *		7.7* 14 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,190 12.8		11,620 13.3		21,850 25.0				19,050 21.8			
	CBS TV					BLONDIE & DAGWOOD		CATHY (5:55-6:00)									
	AVERAGE AUDIENCE (Households (000) & %)					9,610 11.0		10,400 11.9		18,790 21.5				16,340 18.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.9	11.1	22 11.0	12.8	37 20.5	20.9* 36 *		22.1* 37 *	33 18.6	18.7* 33 *		18.8* 34 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					9,260 10.6		7,950 9.1		17,130 19.6							
	NBC TV					ROOMIES		AMAZING STORIES (R)									
	AVERAGE AUDIENCE (Households (000) & %)					7,430 8.5		6,820 7.8		9,090 10.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.3	8.7	15 7.7	8.0	18 8.9	9.0* 16 *		9.5* 16 *		10.9* 19 *		12.1* 22 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					10,230 11.7		10,660 12.2		13,810 15.8							
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(50)									
	AVERAGE AUDIENCE (Households (000) & %)					8,130 9.3		8,910 10.2		8,040 9.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.0	9.5	20 9.6	10.8	17 9.3	9.1* 17 *		8.6* 15 *		9.5* 17 *		9.7* 18 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					13,280 15.2				23,690 27.1							
	CBS TV							SURVIVAL ANGLIA: WHALES (5:55-6:00)									
	AVERAGE AUDIENCE (Households (000) & %)					9,180 10.5				15,300 17.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 9.2	9.7* 10.3	22* 10.8	11.6	32 14.4	14.9* 15.4		16.8* 17.3		19.4* 19.6		18.9* 18.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					12,150 13.9				12,590 14.4				10,580 12.1			
	NBC TV							SNOW WHITE 50TH ANNIV									
	AVERAGE AUDIENCE (Households (000) & %)					8,740 10.0				8,740 10.0				7,600 8.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 9.2	9.6* 10.0	20* 10.6	10.1	18 9.4	9.3* 9.3		10.6* 10.7	16 8.9	8.8* 8.7		8.5* 8.7
TV HOUSEHOLDS USING TV WK. 1		43.9	45.8	47.4	48.9	49.0	51.2	52.3	54.8	56.9	58.1	59.1	59.4	57.8	57.0	56.8	55.3
(See Def. 1) WK. 2		45.0	45.7	46.7	46.0	46.5	49.0	51.0	52.9	53.8	55.0	55.7	56.1	56.2	56.7	55.2	53.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. MAY 22, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		10,400 11.9		10,230 11.7		12,500 14.3			
ABC TV		{		STARMAN (R)(SD)		OHARA (R)(SD)		SPENSER: FOR HIRE (R)			
AVERAGE AUDIENCE (Households (000) & %)		{		7,340 8.4		7,340 8.4		9,880 11.3		11.4*	
SHARE OF AUDIENCE %		{		18		16		22		22 *	
AVG. AUD. BY ¼ HR. %		{		7.5		7.6		10.9		11.2	
TOTAL AUDIENCE (Households (000) & %)		{		17,570 20.1		CBS SATURDAY MOVIE DALLAS: THE EARLY YEARS (R)(SD)					
AVERAGE AUDIENCE (Households (000) & %)		{		7,520 8.6				9.2*		9.5*	
SHARE OF AUDIENCE %		{		17		15 *		17 *		19 *	
AVG. AUD. BY ¼ HR. %		{		8.0		7.8		9.2		9.5	
TOTAL AUDIENCE (Households (000) & %)		{		9,790 11.2		10,490 12.0		17,390 19.9		14,250 16.3	
NBC TV		{		NBC MAJOR LEAGUE GAME-2 BALTIMORE ORIOLES VS CALIFORNIA ANGELS (4:08 - 7:21PM)		FACTS OF LIFE (R)		SWEET SURRENDER		GOLDEN GIRLS	
AVERAGE AUDIENCE (Households (000) & %)		{		8,130 9.3		9,000 10.3		15,560 17.8		12,670 14.5	
SHARE OF AUDIENCE %		{		20		21		34		27	
AVG. AUD. BY ¼ HR. %		{		6.0		6.0		8.7		9.9	
TOTAL AUDIENCE (Households (000) & %)		{		8,570 9.8		10,140 11.6		12,240 14.0		HUNTER (R)	
ABC TV		{		STARMAN (R)(SD)		OHARA (R)(SD)		SPENSER: FOR HIRE (R)			
AVERAGE AUDIENCE (Households (000) & %)		{		5,940 6.8		7,340 8.4		9,180 10.5		10.6*	
SHARE OF AUDIENCE %		{		14		17		21		22 *	
AVG. AUD. BY ¼ HR. %		{		6.1		7.6		10.2		10.7	
TOTAL AUDIENCE (Households (000) & %)		{		9,960 11.4		13,370 15.3		CBS SATURDAY MOVIE MEMORIAL DAY (R)(SD)			
AVERAGE AUDIENCE (Households (000) & %)		{		7,340 8.4		6,900 7.9		8.0*		8.3*	
SHARE OF AUDIENCE %		{		18		16		16 *		17 *	
AVG. AUD. BY ¼ HR. %		{		7.8		7.4		8.0		8.5	
TOTAL AUDIENCE (Households (000) & %)		{		12,410 14.2		13,900 15.9		18,090 20.7		15,120 17.3	
NBC TV		{		FACTS OF LIFE (R)		227		GOLDEN GIRLS (R)		ME & MRS. C	
AVERAGE AUDIENCE (Households (000) & %)		{		10,230 11.7		11,970 13.7		15,820 18.1		13,020 14.9	
SHARE OF AUDIENCE %		{		25		28		36		29	
AVG. AUD. BY ¼ HR. %		{		11.4		12.0		12.8		14.6	
TV HOUSEHOLDS USING TV WK. 1		{		39.2		40.4		41.8		43.8	
(See Def 1) WK. 2		{		41.8		43.4		43.9		44.6	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAY 23, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

2,360
2.7
ABC WEEKEND
REPORT-SAT.

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

2,360
2.7

SHARE OF AUDIENCE %

8

AVG. AUD. BY ¼ HR. %

2.7

W

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

10,400
11.9

SATURDAY NIGHT

(11:30-12:00AM)

(SUSTAINING 12:00-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

5,860

SHARE OF AUDIENCE %

6.7

7.4*

6.5*

6.0*

AVG. AUD. BY ¼ HR. %

21

20 *

21 *

23 *

7.7

7.0

6.6

6.4

6.0

6.0

TOTAL AUDIENCE {
(Households (000) & %)

2,360
2.7
ABC WEEKEND
REPORT-SAT.

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

2,270

SHARE OF AUDIENCE %

2.6

AVG. AUD. BY ¼ HR. %

8
2.6

W

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

9,610
11.0

SATURDAY NIGHT

(11:30-12:01AM)

(SUSTAINING 12:01-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

5,680

SHARE OF AUDIENCE %

6.5

7.3*

6.4*

5.6*

AVG. AUD. BY ¼ HR. %

20

20 *

21 *

20 *

7.5

7.1

6.7

6.1

5.8

5.3

TV HOUSEHOLDS USING TV	WK 1	47.3	43.1	37.7	34.8	31.4	29.2	26.8	24.9	21.8	19.7	17.3	15.1	13.2	11.8	10.7	10.2
(See Def. 1)	WK 2	46.2	42.5	37.7	34.8	31.6	30.5	28.2	25.9	23.5	21.5	18.7	16.3	14.7	13.4	11.5	10.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 17, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 13,900 15.9												{ 17,650 20.2			
	ABC TV	DISNEY SUNDAY MOVIE SPOT MARKS THE X (SD)										ABC SUNDAY NIGHT MOVIE SILWUDDO (9:00-11:42PM) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,690 8.8												{ 7,950 9.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16	7.8*	16 *	8.7*	16 *	9.2*	17 *	9.6*	16	9.5*	15 *	9.3*	15 *	9.0*	14 *	8.6*
W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 21,410 24.5												{ 23,070 26.4			
	CBS TV	60 MINUTES					MURDER, SHE WROTE (R)(SD)					CBS SUNDAY MOVIE ROSES ARE FOR THE RICH, PART I (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 16,340 18.7												{ 16,260 18.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	37	17.4*	36 *	20.0*	38 *	20.3	19.9*	20.6*	35 *	18.5*	30 *	18.3*	29 *	18.8*	30 *	18.9*
W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 9,880 11.3												{ 25,700 29.4			
	NBC TV	OUR HOUSE (R)					RAGS TO RICHES (R)					NBC SUNDAY NIGHT MOVIE THE RETURN OF THE SIX-MILLION DOLLAR MAN AND THE BIONIC WOMAN					
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,250 8.3												{ 17,920 20.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16	7.8*	16 *	8.9*	17 *	10.6	9.7*	11.6*	20 *	18.5*	30 *	20.1*	32 *	21.7*	35 *	21.8*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 15,030 17.2												{ 13,630 15.6			
	ABC TV	DISNEY SUNDAY MOVIE DOWN THE LONG HILLS (SD)										ABC SUNDAY NIGHT MOVIE CELEBRATION FAMILY (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,090 10.4												{ 8,910 10.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21	8.7*	19 *	9.8*	20 *	11.6*	22 *	11.4*	21 *	8.9*	16 *	9.6*	16 *	11.2*	19 *	11.4*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,930 22.8												{ 17,920 20.5			
	CBS TV	60 MINUTES					MURDER, SHE WROTE (R)(SD)					CBS SUNDAY MOVIE BABY GIRL SCOTT (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,770 16.9												{ 11,540 13.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	35	15.8*	34 *	18.0*	36 *	16.7	16.4*	17.0*	31 *	12.4*	22 *	12.9*	22 *	13.5*	23 *	14.1*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,660 12.2												{ 24,210 27.7			
	NBC TV	ALF SPECIAL (R)					OUR HOUSE (R)					NBC SUNDAY NIGHT MOVIE PERRY MASON: THE CASE OF THE SINISTER SPIRIT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,250 8.3												{ 17,920 20.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17	7.9*	17 *	8.7*	17 *	9.0	8.1*	9.9*	18 *	18.8*	35 *	20.4*	35 *	21.8*	36 *	21.2*
TV HOUSEHOLDS USING TV		WK. 1	47.9	49.7	52.0	53.9	54.5	56.1	57.6	59.6	60.9	62.5	62.8	62.9	62.8	62.7	61.1
(See Def. 1)		WK. 2	45.8	47.9	49.4	50.4	51.0	52.4	53.5	54.8	56.1	57.9	58.5	59.6	60.1	59.6	58.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAY 24, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 17, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

ABC SUNDAY NIGHT MOVIE
SILKWOOD
(9:00-11:42PM)

1,840

2.1

ABC WEEKEND
REPORT-SUN.
(12:18-12:33AM)

1,660

1.9

10

1.9 1.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

CBS SUNDAY
NEWS-OSGOOD

4,460

5.1

4,200

4.8

10

4.8

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,490

1.7

G MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

1,490

1.7

5

1.7

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,060

3.5

ABC WEEKEND
REPORT-SUN.

2,970

3.4

10

3.4

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,230

3.7

CBS SUNDAY
NEWS-OSGOOD

3,230

3.7

7

3.7

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,920

2.2

G MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

1,920

2.2

6

2.2

TV HOUSEHOLDS USING TV	WK. 1	51.0	44.1	37.5	32.0	26.8	22.9	19.5	17.5	15.2	13.0	11.8	11.0	9.9	9.1	8.2	7.7
(See Def 1)	WK. 2	51.6	46.0	40.1	36.5	32.7	29.3	25.4	22.8	20.2	18.6	16.2	14.1	12.3	10.9	10.2	9.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE.SUN. MAY 24, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 11-15, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		4,460 5.1		4,460 5.1									
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)(OP) (TU-F)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)(TU-F)		(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)		3,500 4.0		3,670 4.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		20 4.1		20 4.2									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		2,800 3.2		4,720 5.4						3,150 3.6		3,500 4.0	
	CBS TV		CBS MORNING NEWS 7:00AM (TU-F)(OP)		MORNING PROGRAM (TU-F)(OP)						\$25,000 PYRAMID (TU-F)(SUB-OP)		NEW CARD SHARKS (TU-F)(SUB-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		2,190 2.5		2,100 2.4		2.2*		2.3*		2,620 3.0		2,880 3.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		14 2.3		12 2.2		11 *		11 *		14 2.9		16 3.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,590 6.4		5,070 5.8						3,410 3.9		2,710 3.1	
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)(OP)						SALE OF THE CENTURY (TU-F)(SUB-OP)		CLASSIC CONCENTRATION (TU-F)(SUB-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		4,110 4.7		4,200 4.8						2,800 3.2		2,360 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 4.8		23 5.0		4.7		4.7		15 3.0		13 2.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,720 5.4		4,280 4.9									
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)(M-TH) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)		3,580 4.1		3,320 3.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 4.1		18 3.9		4.2		3.8					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		3,320 3.8		4,460 5.1						2,800 3.2		3,580 4.1	
	CBS TV		CBS MORNING NEWS 7:00AM		MORNING PROGRAM (OP)						\$25,000 PYRAMID		NEW CARD SHARKS (M-TH)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)		2,450 2.8		2,100 2.4		2.5*		2.3*		2,270 2.6		2,970 3.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		16 2.9		12 2.5		13 *		11 *		12 2.5		16 3.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		5,420 6.2		5,590 6.4						3,580 4.1		2,880 3.3	
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						SALE OF THE CENTURY		CLASSIC CONCENTRATION	
	AVERAGE AUDIENCE (Households (000) & %)		4,280 4.9		4,540 5.2						2,970 3.4		2,450 2.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 5.0		25 5.3		4.9		5.0		16 3.3		13 2.7	

TV HOUSEHOLDS USING TV WK. 1	13.5	15.5	17.0	18.6	20.2	21.0	20.9	20.8	21.1	20.8	21.0	21.2	20.5	20.7	20.2	20.5
(See Def. 1) WK. 2	13.8	15.4	16.9	18.6	19.9	21.2	21.2	21.2	21.4	21.5	21.6	21.8	20.9	20.9	20.9	21.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 18-22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 11-15, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		1,660 1.9		1,920 2.2		2,360 2.7		3,580 4.1		7,870 9.0		7,870 9.0			
	ABC TV		FAME, FORTUNE AND ROMANCE (TU-F)(SUS-OP)		WEBSTER M-F (TU-F)(SUS-OP)		RYAN'S HOPE (SUS-OP)		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)		1,490 1.7		1,570 1.8		2,010 2.3		3,060 3.5		5,770 6.6		6,290 7.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		8 1.7		8 1.6		10 1.8		14 1.9		25 2.3		27 2.7			
E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,510 6.3		6,730 7.7				8,300 9.5				5,240 6.0		6,560 7.5	
	CBS TV		PRICE IS RIGHT 1 (TU-F)(SUS-OP)		PRICE IS RIGHT 2 (TU-F)(SUS-OP) (SD)		(SUS-OP)		YOUNG AND THE RESTLESS		BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS (TU-F)(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)		4,720 5.4		5,590 6.4				6,290 7.2		4,720 5.4		5,420 6.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 5.2		29 5.6				30 * 6.8		20 5.5		23 * 6.2			
E E K 3	TOTAL AUDIENCE (Households (000) & %)		5,770 6.6		4,720 5.4		3,500 4.0		3,230 3.7		7,170 8.2		5,070 5.8			
	NBC TV		WHEEL OF FORTUNE (TU-F)(SUS-OP)		SCRABBLE (TU-F)(SUS-OP)		SUPER PASSWORD (SUS-OP)		WORDPLAY		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)		5,070 5.8		4,020 4.6		2,970 3.4		2,710 3.1		5,420 6.2		3,930 4.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 5.6		21 5.9		14 4.5		13 4.7		23 6.0		17 4.5			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,190 2.5		2,100 2.4		2,530 2.9		3,850 4.4		7,690 8.8		7,950 9.1			
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F (M-TH)(SUS-OP)		RYAN'S HOPE (M-TH)(SUS-OP)		LOVING (M-TH)(SUS-OP)		ALL MY CHILDREN (SUS-OP)		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.0		1,750 2.0		2,190 2.5		3,150 3.6		5,940 6.8		6,120 7.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9 1.9		9 2.0		10 1.9		14 2.0		25 2.4		26 2.5			
E E K 3	TOTAL AUDIENCE (Households (000) & %)		5,590 6.4		6,380 7.3				8,300 9.5				5,240 6.0		6,470 7.4	
	CBS TV		PRICE IS RIGHT 1 (M-TH)(SUS-OP)		PRICE IS RIGHT 2 (M-TH)(SUS-OP) (SD)		(SUS-OP)		YOUNG AND THE RESTLESS (M-TH)(SUS-OP)(OP)		BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)		4,720 5.4		5,420 6.2				6,210 7.1		4,630 5.3		5,240 6.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 5.3		28 5.6				27 * 5.9		19 5.3		22 5.9			
E E K 4	TOTAL AUDIENCE (Households (000) & %)		5,330 6.1		4,200 4.8		3,320 3.8		3,150 3.6		7,170 8.2		5,240 6.0			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE (M-TH)(SUS-OP)		SUPER PASSWORD (M-TH)(SUS-OP)		WORDPLAY (M-TH)(SUS-OP)		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)		4,460 5.1		3,670 4.2		2,800 3.2		2,710 3.1		5,420 6.2		4,110 4.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 4.9		19 5.2		13 4.1		12 4.3		23 5.8		17 4.7			

TV HOUSEHOLDS USING TV WK. 1	20.8	21.3	21.8	22.8	24.1	24.8	24.7	25.4	26.2	26.8	26.3	26.0	25.7	26.0	25.9	26.3
(See Def. 1) WK. 2	21.6	22.2	22.8	23.4	25.1	25.7	25.8	26.4	26.8	27.2	26.5	26.7	26.6	26.6	26.8	27.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 18-22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 11-15, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,570 9.8</div> <div>GENERAL HOSPITAL</div> <div>9,530 10.9 ABC WORLD NEWS TONIGHT</div> </div>																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>6,470 7.4</div> <div>7.2*</div> <div>7.5*</div> </div>																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div> <div>27 7.2</div> <div>27* 7.4</div> <div>27* 7.5</div> <div>27* 7.6</div> </div>																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,030 6.9</div> <div>GUIDING LIGHT (50)(SUN-80)</div> <div>9,700 11.1 CBS EVENING NEWS-RATHER</div> </div>																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>4,540 5.2</div> <div>5.1*</div> <div>5.2*</div> </div>																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div> <div>19 5.0</div> <div>19* 5.1</div> <div>19* 5.3</div> <div>19* 5.2</div> </div>																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>4,460 5.1</div> <div>SANTA BARBARA</div> <div>10,660 12.2 NBC NIGHTLY NEWS</div> </div>																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>3,320 3.8</div> <div>3.7*</div> <div>3.9*</div> </div>																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div> <div>14 3.7</div> <div>14* 3.8</div> <div>14* 3.8</div> <div>14* 4.0</div> </div>																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,480 9.7</div> <div>GENERAL HOSPITAL</div> <div>10,400 11.9 ABC WORLD NEWS TONIGHT</div> </div>																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>6,470 7.4</div> <div>7.4*</div> <div>7.4*</div> </div>																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div> <div>27 7.3</div> <div>27* 7.5</div> <div>26* 7.5</div> <div>26* 7.2</div> </div>																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>6,640 7.6</div> <div>GUIDING LIGHT (50)(SUN-80)</div> <div>10,310 11.8 CBS EVENING NEWS RATHER</div> </div>																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>4,810 5.5</div> <div>5.5*</div> <div>5.6*</div> </div>																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div> <div>20 5.6</div> <div>20* 5.4</div> <div>20* 5.5</div> <div>20* 5.6</div> </div>																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>5,070 5.8</div> <div>SANTA BARBARA</div> <div>11,100 12.7 NBC NIGHTLY NEWS</div> </div>																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>3,670 4.2</div> <div>4.0*</div> <div>4.4*</div> </div>																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div> <div>15 4.0</div> <div>15* 4.0</div> <div>16* 4.2</div> <div>16* 4.5</div> </div>																
TV HOUSEHOLDS USING TV		WK. 1	26.2	27.5	28.3	29.7	30.3	32.1	33.4	34.7	36.1	38.1	39.5	40.9	43.2	44.9	45.9	47.5
(See Def. 1)		WK. 2	27.3	28.2	28.8	29.7	30.0	31.9	33.5	35.3	36.5	38.6	39.8	41.9	44.4	46.5	47.4	49.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 18-22, 1987

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 16, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV WK. 1		9.3	10.5	11.9	13.0	14.5	16.9	18.7	19.9	22.2	23.7	24.3	25.5	25.6	25.7	25.1	25.3
(See Def. 1) WK. 2		8.9	10.0	11.9	13.8	15.4	17.8	19.9	22.1	24.0	25.4	25.7	26.2	25.3	25.6	25.3	25.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. MAY 23, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 16, 1987

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TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	{ 4,020 4.8	2,710 3.1	2,710 3.1	2,270 2.6	2,100 2.4											
ABC TV	BUGS BUNNY & TWEETY SHOW	ALL NEW EWOKS	ABC WEEKEND SPECIALS H. ALGER UPDATED: FRANK & FEARLESS, PT. 1	HEALTH SHOW	AMERICAN BANDSTAND											
AVERAGE AUDIENCE (Households (000) & %)	{ 3,150 3.6	2,360 2.7	2,270 2.6	1,660 1.9	1,660 1.9											
SHARE OF AUDIENCE %	15	11	11	8	8											
AVG. AUD. BY ¼ HR. %	3.5	3.7	2.8	2.6	2.4	2.8	1.8	2.1	1.7	2.0						
TOTAL AUDIENCE (Households (000) & %)	{ 3,850 4.4	3,150 3.6	2,800 3.2	2,620 3.0									4,370 5.0			
CBS TV	GALAXY HIGH SCHOOL	CBS STORYBREAK	ROCK N WRESTLING-1	ROCK N WRESTLING-2									COLONIAL GOLF-SAT (2:00-3:30PM)			
AVERAGE AUDIENCE (Households (000) & %)	{ 2,880 3.3	2,530 2.9	2,190 2.5	2,270 2.6									2,190 2.5	2.0*	2.3*	
SHARE OF AUDIENCE %	14	12	10	10									10	8*	9*	
AVG. AUD. BY ¼ HR. %	3.6	3.1	2.7	2.6	2.7	2.4	2.6	2.6					2.0	2.1	2.2	2.5
TOTAL AUDIENCE (Households (000) & %)	{ 4,630 5.3	4,110 4.7	3,850 4.4	2,620 3.0	3,500 4.0	11,100 12.7										
NBC TV	FOOFUR	IT'S PUNKY BREWSTER (SO)	LAZER TAG ACADEMY	KIDD VIDEO									NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS HOUSTON ASTROS (1:18-3:08PM) (OP)			
AVERAGE AUDIENCE (Households (000) & %)	{ 3,760 4.3	3,320 3.8	3,060 3.5	2,190 2.5	3,230 3.7	4,630 5.3							4.8*	5.1*	5.0*	
SHARE OF AUDIENCE %	18	16	14	10	16	21							19*	21*	20*	
AVG. AUD. BY ¼ HR. %	4.4	4.2	3.7	2.6	3.6	4.0	4.5	5.1	5.3	4.9	4.9	5.2				

W
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2

TOTAL AUDIENCE (Households (000) & %)	{ 3,760 4.3	2,710 3.1	2,270 2.6	2,450 2.8	2,190 2.5											
ABC TV	BUGS BUNNY & TWEETY SHOW	ALL NEW EWOKS	ABC WEEKEND SPECIALS H. ALGER UPDATED: FRANK & FEARLESS, PT. 2	HEALTH SHOW	EXTRA SENSORY WRLD-CHAR											
AVERAGE AUDIENCE (Households (000) & %)	{ 2,880 3.3	2,270 2.6	1,840 2.1	1,920 2.2	1,660 1.9											
SHARE OF AUDIENCE %	13	10	8	8	7											
AVG. AUD. BY ¼ HR. %	3.4	3.3	2.5	2.1	1.9	1.9										
TOTAL AUDIENCE (Households (000) & %)	{ 4,460 5.1	2,880 3.3	1,840 2.1	2,190 2.5									11,620 13.3			
CBS TV	GALAXY HIGH SCHOOL	CBS STORYBREAK	ROCK N WRESTLING-1	ROCK N WRESTLING-2									NBA PLAYOFF GAME SAT BOSTON VS DETROIT (2:00-4:33PM)			
AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.1	2,360 2.7	1,660 1.9	1,750 2.0	5,860 6.7								5.3*	6.4*		
SHARE OF AUDIENCE %	16	11	7	8	22								19*	21*		
AVG. AUD. BY ¼ HR. %	4.2	4.1	2.7	2.0	4.6	5.9	6.2	6.6								
TOTAL AUDIENCE (Households (000) & %)	{ 4,890 5.6	4,370 5.0	4,020 4.6	2,880 3.3	3,760 4.3	15,560 17.8										
NBC TV	FOOFUR	IT'S PUNKY BREWSTER (SO)	LAZER TAG ACADEMY	KIDD VIDEO									(2) (OP)	(3) (OP)		
AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 4.8	3,760 4.3	3,500 4.0	2,360 2.7	3,230 3.7	5,940 6.8							5.8*	19*		
SHARE OF AUDIENCE %	19	17	15	10	14	21							19*	19*		
AVG. AUD. BY ¼ HR. %	4.9	4.8	4.2	2.8	3.6	4.3	5.6	5.9								

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	24.7	24.0	24.2	25.4	25.1	25.8	25.6	25.5	24.0	24.9	25.6	25.4	25.3	25.8	25.9	26.5
(See Def. 1)			25.0	25.6	25.7	26.4	26.6	27.2	26.6	27.1	26.7	27.4	27.4	27.6	27.5	28.7	30.1	30.5

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

(3) NBC MAJOR LEAGUE BASEBALL, LA VS NY METS ATLANTA VS CHICAGO CUBS, CBS, (MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A.

DAY SAT. MAY 23, 1987

DAY SUN. MAY 24, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		5,330 6.1		10,140 11.6		8,570 9.8		ABC WRD NEWS TONIGHT-SAT					
	ABC TV		{		2,530 2.9		5,860 6.7		7,170 8.2							
	AVERAGE AUDIENCE (Households (000) & %)		{		2.9		6.7		8.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		11		21		21							
<div><div>ABC WIDE WORLD SPTS SPEC.</div><div>PREAKNESS STAKES</div></div>																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,350 10.7		12,240 14.0		5,770 6.6		CBS SAT NEWS- SCHIEFFER					
	CBS TV		{		4,020 4.6		4,280 4.9		4,630 5.3							
	AVERAGE AUDIENCE (Households (000) & %)		{		4.6		4.9		5.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		15		15		17							
<div><div>COLONIAL GOLF-SAT (2:00-3:30PM)</div><div>NBA PLAYOFF GAME SAT LOS ANGELES VS SEATTLE (3:30-6:03PM)</div></div>																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		5.9*		6.2*		4.3*		4.4*		5.2*		6.2*	
	ABC TV		{		22 *		22 *		15 *		14 *		15 *		17 *	
	AVERAGE AUDIENCE (Households (000) & %)		{		6.0		6.6		4.4		4.3		4.3		6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		5.9		6.6		4.4		4.3		4.3		6.2	
<div><div>NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS HOUSTON ASTROS (1:18-4:06PM) (OP)</div><div>NBC MAJOR LEAGUE GAME-2 BALTIMORE ORIOLES VS CALIFORNIA ANGELS (4:08-7:21PM) (OP)</div></div>																

WEEK 2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

8,740
10.0

3,930
4.5

13

3.8

7,250
8.3

5,940
6.8

16

6.7

ABC WIDE WORLD-SPORTS SAT

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

7,690
8.8

3,760
4.3

13

5.1

6,900
7.9

5,590
6.4

15

6.3

NBA PLAYOFF GAME SAT
BOSTON VS DETROIT
(2:00-4:33PM)
(OP)

ATLANTA GOLF-GEO/PAC-SAT
(4:33-8:00PM)
(OP)

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

8,740
10.0

3,930
4.5

13

3.8

7,250
8.3

5,940
6.8

16

6.7

NBC MAJOR LEAGUE BASEBALL
LA DODGERS VS NY METS
ATLANTA VS CHICAGO CUBS
(MULTI-SEGMENT TELECAST)

WEEK 2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

8,740
10.0

3,930
4.5

13

3.8

7,250
8.3

5,940
6.8

16

6.7

ABC WIDE WORLD-SPORTS SAT

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

7,690
8.8

3,760
4.3

13

5.1

6,900
7.9

5,590
6.4

15

6.3

NBA PLAYOFF GAME SAT
BOSTON VS DETROIT
(2:00-4:33PM)
(OP)

ATLANTA GOLF-GEO/PAC-SAT
(4:33-8:00PM)
(OP)

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

8,740
10.0

3,930
4.5

13

3.8

7,250
8.3

5,940
6.8

16

6.7

NBC MAJOR LEAGUE BASEBALL
LA DODGERS VS NY METS
ATLANTA VS CHICAGO CUBS
(MULTI-SEGMENT TELECAST)

TV HOUSEHOLDS USING TV	WK. 1	26.5	27.0	27.3	27.9	27.9	28.4	28.9	30.1	32.1	34.4	36.0	36.4	37.3	37.5	38.1	39.0
(See Def. 1)	WK. 2	29.6	29.6	30.7	31.4	32.1	32.8	32.9	33.3	35.0	35.9	35.8	37.3	39.4	40.0	41.8	42.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 17, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %) {																
ABC TV																
AVERAGE AUDIENCE (Households (000) & %) {																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
W																
E	TOTAL AUDIENCE (Households (000) & %) {															
E	CBS TV															
K	AVERAGE AUDIENCE (Households (000) & %) {															
1	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %) {															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %) {															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															

TOTAL AUDIENCE (Households (000) & %) {																
ABC TV																
AVERAGE AUDIENCE (Households (000) & %) {																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
W																
E	TOTAL AUDIENCE (Households (000) & %) {															
E	CBS TV															
K	AVERAGE AUDIENCE (Households (000) & %) {															
2	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %) {															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %) {															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															

TV HOUSEHOLDS USING TV WK. 1	6.3	7.6	8.7	10.0	12.4	13.8	15.6	16.7	19.2	20.9	22.0	22.3	23.0	24.1	24.4	25.0
(See Def. 1) WK. 2	8.0	8.9	10.7	12.1	14.2	16.5	18.6	20.0	22.4	23.7	24.7	26.0	25.6	27.0	28.2	29.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. MAY 24 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 17, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

4,810
5.5
← THIS WEEK-DAVID BRINKLEY → 1,490
1.7
BUSINESS WORLD

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

3,150 1,220

SHARE OF AUDIENCE %

3.8 3.5* 3.6* 1.4

AVG. AUD. BY ¼ HR. %

14 14* 14* 5
3.4 3.6 3.6 3.6 1.5 1.3

W

TOTAL AUDIENCE
(Households (000) & %)

17,220
19.7

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

8,480

SHARE OF AUDIENCE %

9.7 7.3* 9.1* 9.6* 10.2*

AVG. AUD. BY ¼ HR. %

32 27* 33* 33* 32*
6.7 8.0 8.9 9.4 9.8 9.3 10.1 10.2

K

1

TOTAL AUDIENCE
(Households (000) & %)

2,010
2.3
MEET THE PRESS

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

1,660

SHARE OF AUDIENCE %

1.9
7
2.0 1.8

TOTAL AUDIENCE
(Households (000) & %)

21,330
24.4

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

8,830

SHARE OF AUDIENCE %

10.1 6.2* 7.7* 10.2* 10.8* 11.3* 10.8* 10.8* 12.0*

AVG. AUD. BY ¼ HR. %

31 22* 26* 33* 34* 36* 33* 32* 33*
5.6 6.8 7.2 8.2 10.2 10.2 10.7 10.9 11.3 11.3 11.1 10.6 10.9 10.7 11.2 12.7

W

TOTAL AUDIENCE
(Households (000) & %)

7,430
8.5

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

2,800

SHARE OF AUDIENCE %

3.2 2.4* 3.0* 3.1* 3.2*

AVG. AUD. BY ¼ HR. %

9 8* 9* 9* 9*
2.5 2.4 2.6 3.3 3.2 3.1 3.2 3.2

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

2,360
2.7
MEET THE PRESS

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

1,920 1,490

SHARE OF AUDIENCE %

2.2 1.7 1.5* 1.5* 1.7* 1.9*

AVG. AUD. BY ¼ HR. %

7 5 5* 5* 5* 5*
2.2 2.3 1.8 1.4 1.5 1.6 1.7 1.8 1.9 1.9

TV HOUSEHOLDS USING TV WK 1
(See Def 1) WK 2

25.2	25.3	25.5	25.9	25.9	26.1	27.0	27.6	27.4	27.9	27.9	28.5	29.3	30.4	32.0	32.9
29.8	30.3	30.8	30.6	31.1	31.6	32.1	32.1	31.9	32.7	33.1	34.1	34.3	34.3	35.1	36.5

U.S. TV Households 87,400,000

For explanation of symbols, See page A.

DAY SUN. MAY 24, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 17, 1987

TIME 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45

TOTAL AUDIENCE (Households (000) & %)		6,470 7.4															4,980 5.7	
ABC TV		WINSTON STOCK CAR RACE															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		2,710 3.1															4,280 4.9	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		9 2.0															12 4.8	
TOTAL AUDIENCE (Households (000) & %)		9,260 10.6															5.1	
CBS TV		NBA PLAYOFF GAME-1 MILWAUKEE VS BOSTON (1:00-3:05PM)															7,340 8.4	
AVERAGE AUDIENCE (Households (000) & %)		3,850 4.4															6,120 7.0	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11.1 12.0															17 6.3	
TOTAL AUDIENCE (Households (000) & %)		2,450 2.8															7.6	
NBC TV		NBC SPORTS SPECIAL ONE LAP OF AMERICA															6,730 7.7	
AVERAGE AUDIENCE (Households (000) & %)		1,220 1.4															5,860 6.7	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		4 1.5															16 6.6	

TOTAL AUDIENCE (Households (000) & %)		5,940 6.8															ABC WRLD NEWS TONIGHT-SUN	
ABC TV		INDIANAPOLIS 500 (11:00-1:30PM)															4,980 5.7	
AVERAGE AUDIENCE (Households (000) & %)		11.1* 30 *															5.7	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		13.0 9.2															5.8	
TOTAL AUDIENCE (Households (000) & %)		16,430 18.8															8,730 7.7	
CBS TV		ATLANTA GOLF GEO/PAC-SUN (1:00-3:30PM) (OP)															5,770 6.6	
AVERAGE AUDIENCE (Households (000) & %)		7,690 8.8															6.4	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		3.7 4.1															6.7	
TOTAL AUDIENCE (Households (000) & %)		7,250 8.3															7,600 8.7	
NBC TV		NBC SPORTS-RINGSIDE															8.7	
AVERAGE AUDIENCE (Households (000) & %)		2,270 2.6															6,290 7.2	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		7 1.8															17 6.9	

TV HOUSEHOLDS USING TV	WK. 1	32.9	33.6	33.5	32.6	31.9	32.5	32.9	33.4	34.6	36.2	37.5	38.8	41.0	42.4	43.5	45.4
(See Def. 1)	WK. 2	36.7	35.7	35.0	36.0	36.3	35.6	36.1	37.2	38.3	38.4	38.6	39.1	40.6	41.6	42.4	43.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN MAY 24 1987

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF--MON	1	8.47- 8.48PM	8.45	8,910	10.2	8,910	10.2	17	10.2										
ABC ABC NEWSBRIEF--MON		9.48- 9.49PM	9.45	9,000	10.3	9,000	10.3	16	10.3	9,610	11.0	9,610	11.0	17	11.0				
CBS WE THE PEOPLE SUS(SUS)	1	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF--TUE	1	9.58- 9.59PM	9.45	10,580	12.1	10,580	12.1	19	12.1										
	2	9.52- 9.53PM	9.45							10,400	11.9	10,400	11.9	18	11.9				
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF--WED		8.58- 8.59PM	8.45	9,180	10.5	9,180	10.5	18	10.5	8,390	9.6	8,390	9.6	16	9.6				
ABC ABC NEWSBRIEF--WED		9.58- 9.59PM	9.45	7,170	8.2	7,170	8.2	13	8.2	7,430	8.5	7,430	8.5	14	8.5				
CBS WE THE PEOPLE--SUS(SUS)		8.58- 8.59PM	8.45																
EVENING THURSDAY																			
ABC ABC NEWSBRIEF--THU		9.58- 9.59PM	9.45	5,590	6.4	5,590	6.4	10	6.4	6,290	7.2	6,290	7.2	12	7.2				
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF--FRI	1	8.43- 8.44PM	8.30	8,830	10.1	8,830	10.1	19	10.1										
	2	8.40- 8.41PM	8.30							7,080	8.1	7,080	8.1	16	8.1				
ABC ABC NEWSBRIEF--FRI	1	9.50- 9.51PM	9.45	5,070	5.8	5,070	5.8	10	5.8										

	2	9.48- 9.49PM	9.45														
CBS WE THE PEOPLE--SUS.(SUS)		8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF--SAT.		8.58- 8.59PM	8.45	6,380	7.3	6,380	7.3	14	7.3								
ABC ABC SPORTS UPDATE--SAT		9.58- 9.59PM	9.45	7,430	8.5	7,430	8.5	16	8.5								
CBS SPORTSBREAK--SAT	1	8.50- 8.51PM	8.45	5,940	6.8	5,940	6.8	13	6.8								
	2	8.58- 8.59PM	8.45														
CBS NEWSBREAK--SAT.	1	9.50- 9.51PM	9.45	5,860	6.7	5,860	6.7	12	6.7								
	2	9.51- 9.52PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE--SUN		8.58- 8.59PM	8.45	6,560	7.5	6,560	7.5	13	7.5								
ABC ABC NEWSBRIEF--SUN.	2	9.56- 9.57PM	9.45														
	1	10.00-10.01PM	10.00	6,290	7.2	6,290	7.2	11	7.2								
CBS SPORTSBREAK--SUN	2	8.26- 8.27PM	8.15														
	1	8.31- 8.32PM	8.30	14,510	16.6	14,510	16.6	29	16.6								
CBS NEWSBREAK--SUN.	2	9.48- 9.49PM	9.45														
	1	10.00-10.02PM	10.00	11,620	13.3	11,360	13.0	21	13.0								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,380	7.3	5,070	5.8	16	6.4	M-F							
	2	>	11.30						5.2	M-F							
			11.45														
			12.00														
ABC VIEWPOINT(S)	2	11.30- 1.03AM	11.30														
CONT'D																	

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
ABC VIEWPOINT(S)-CONT'D				11.45											6.8*	19*	6.4	MON.
				12.00											5.8	5.8	MON.	
				12.15											5.6*	21*	5.4	MON.
				12.30											4.9	4.9	MON.	
				12.45											4.5*	22*	4.2	MON.
				1.00											3.4	3.4	MON.	
ABC ABC NEWS:NIGHTLINE-MON	1	12.00-12.30AM	12.00	5,160	5.9	4,460	5.1	19	5.4	MON.								
			12.15						4.7	MON.								
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	7,690	8.8	7,690	8.8	14	8.8	TU&TH	9,260	10.6	9,260	10.6	17	10.6	MTUTH	
CBS NEWSBREAK-M-F		>	9.45	9,530	10.9	9,350	10.7	17	10.8	M-F	8,040	9.2	8,390	9.6	16	8.5	M-F	
			10.00													11.7	TUE.	
CBS CBS LATE NIGHT I		11.30-12.36AM	11.30	5,510	6.3	3,930	4.5	17	4.7	M-W	5,070	5.8	3,500	4.0	15	4.3	M-TH	
			11.45				4.6*	15*	4.4	M-W				4.2*	13*	4.1	M-TH	
			12.00						4.4	M-W						4.0	M-TH	
			12.15				4.5*	19*	4.4	M-W				3.9*	16*	3.8	M-TH	
			12.30				4.2*	22*	4.2	M-W				3.4*	17*	3.6	M-TH	
CBS KEEP ON CRUISIN		11.30-12.30AM	11.30	3,230	3.7	1,840	2.1	7	2.4	FRI.	3,850	4.4	2,100	2.4	7	2.9	FRI.	
			11.45				2.3*	6*	2.3	FRI.				2.7*	7*	2.5	FRI.	
			12.00						2.2	FRI.						2.4	FRI.	
			12.15				1.9*	7*	1.6	FRI.				2.2*	8*	1.9	FRI.	

CBS NBA PLAYOFF GAME-THU(S)	1	11.30- 2.38AM	11.30	9,260	10.6	3,410	3.9	19	6.1	THU.									
			11.45				5.6*	16*	5.1	THU.									
			12.00				4.2	THU.	4.2	THU.									
			12.15				4.1*	15*	3.9	THU.									
			12.30						3.8	THU.									
			12.45				3.6*	17*	3.5	THU.									
			1.00						3.4	THU.									
			1.15				3.4*	21*	3.3	THU.									
			1.30						3.3	THU.									
			1.45				3.4*	26*	3.4	THU.									
			2.00						3.6	THU.									
			2.15				3.5*	30*	3.3	THU.									
			2.30				3.2*	33*	3.2	THU.									
CBS CBS LATE NIGHT II		>	12.30	2,880	3.3	2,270	2.6	15	3.0	MTUWF	2,970	3.4	2,360	2.7	15	2.9	M-F		
			12.45				2.6*	13*	2.6	MTUWF						2.8*	14*	2.8	M-F
			1.00						2.5	MTUWF						2.6	M-F		
			1.15				2.5*	16*	2.3	MTUWF						2.5*	16*	2.2	M-F
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,220	1.4	1,140	1.3	13	1.3	M-WSU	1,140	1.3	960	1.1	10	1.1	M-THSU		
			2.15						1.2	M-WSU						1.1	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,570	1.8	1,400	1.6	20		M-WSU	1,490	1.7	1,310	1.5	17		M-THSU		
			2.45						1.7	M-WSU						1.6	M-THSU		
CBS NBA PLAYOFF GAME-THU FILL(SUS)	1	2.38- 3.04AM	2.30						1.6	M-WSU						1.5	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		>	3.00	1,840	2.1	1,140	1.3	25	1.6	M-THSU	1,920	2.2	1,050	1.2	20	1.6	M-THSU		
			3.15				1.6*	24*	1.5	M-THSU						1.5*	21*	1.5	M-THSU
			3.30						1.4	M-THSU								1.4	M-THSU

CONT'D

[illegible]

NBC DAVID LETTERMAN (I)	1.00- 1.30AM	1.00 1.15	2,620	3.0	2,270	2.6	16	2.8 2.3	M-TH M-TH	3,150	3.6	2,620	3.0	19	3.2 2.7	M-TH M-TH
DAY MONDAY-FRIDAY																
ABC ABC WORLD NEWS-MORN-615A	6.15- 6.30AM	6.15	1,310	1.5	1,220	1.4	15	1.4	M-F	1,310	1.5	1,220	1.4	14	1.4	M-F
ABC ABC WORLD NEWS-MORN-645A	6.45- 7.00AM	6.45	2,710	3.1	2,530	2.9	20	2.9	M-F	2,360	2.7	2,190	2.5	17	2.5	M-F
ABC GOOD MORN, AMER-730-MO(B)	1 7.30- 8.00AM	7.30 7.45	3,760	4.3	2,970	3.4	18	3.4 3.4	MON. MON.							
ABC GOOD MORN AMER-FRI-830(B)	2 8.30- 9.00AM	8.30 8.45								3,760	4.3	3,150	3.6	18	3.5 3.6	FRI. FRI.
ABC GOOD MORN, AMER-830-MO(B)	1 8.30- 9.00AM	8.30 8.45	3,670	4.2	2,880	3.3	16	3.4 3.3	MON. MON. MON.							
ABC ABC SPECIAL REPORT-10:00A(SUS)	1 10.00-12.06PM	10.00														
ABC ABC SPECIAL REPORT-11:30A(SUS)	2 11.30- 1.00PM	11.30														FRI.
ABC ABC SPECIAL REPORT-1:00P(SUS)	2 1.00- 1.22PM	1.00														MON.
ABC ABC DAYTIME NEWSBRIEF-M-F	1 2.57- 2.59PM	2.45	6,210	7.1	6,030	6.9	26	6.9	M-F							
	2 2.58- 2.59PM	2.45								6,120	7.0	5,770	6.6	24	6.6	M-F
CBS CBS MORNING NEWS- 6:30AM	6.30- 7.00AM	6.30 6.45	1,570	1.8	1,220	1.4	14	1.2 1.5	M-F M-F	1,750	2.0	1,310	1.5	15	1.3 1.7	M-F M-F
CBS CBS MORN NEWS-7:00AM-M(B)	1 7.00- 7.30AM	7.00 7.15	2,190	2.5	1,660	1.9	11	1.7 2.1	MON. MON.							
CBS MORNING PROGRAM-MON(B)	1 7.30- 9.00AM	7.30 7.45 8.00 8.15	3,500	4.0	1,490	1.7 1.6* 1.8 1.8	9 8* 9*	1.5 1.7 1.8 1.8	MON. MON. MON. MON.							
CONT'D																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D			8.30						1.9	MON.							
CBS MORNING PROGRAM-MON(B)-CONT'D			8.45					1.8*	9*	1.8	MON.						
CBS MORNING PROGRAM-FRI(B)	2	8.30- 9.00AM	8.30														
			8.45														
CBS IRAN CONTRA HEARINGS 6(SUS)	1	10.00-12.02PM	10.00													FRI.	
CBS NEW CARD SHARKS-FRI(B)	2	10.30-11.00AM	10.30								MON.					FRI.	
			10.45														
CBS USS STARK MEMORIAL(SUS)	2	11.30- 1.00PM	11.30														
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,980	5.7	4,810	5.5	24	5.5	TU-F						FRI.	
CBS CBS NEWS SP. RPT.(SUS)	2	12.39-12.45PM	12.30													FRI.	
CBS YOUNG AND RESTLESS-FR(B)	2	1.00- 1.30PM	1.00													FRI.	
			1.15													MON.	
CBS IRAN CONTRA HEARINGS 7(SUS)	1	2.00- 3.00PM	2.00								MON.					FRI.	
CBS NEWSBREAK-3.44		>	3.30	4,020	4.6	4,020	4.6	17	4.7	M-F						FRI.	
			3.45						4.0	M-F							
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	3,760	4.3	3,760	4.3	15	4.3	M-F						M-F	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45						4.3	M-F						M-F	
										TUE.						TUE.	

CBS AMERICAN TREASURY-SUS.(SUS)	3.58- 3.59PM	3.45							THU.						THU.
NBC NBC NEWS AT SUNRISE	6.00- 6.30AM	6.00	2,270	2.6	1,750	2.0	20	1.7	M-F	2,450	2.8	1,840	2.1	19	1.7
		6.15						2.3	M-F						2.5
NBC BEFORE HOURS	6.15- 6.30AM	6.15	520	.6	440	.5	7	.5	M-F	520	.6	520	.6	8	.6
NBC TODAY SHOW-8.30AM	1	>	-GRID	5,070	5.8	4,200	4.8	23	M-F						
			9.00						2.5	MON.					
NBC NBC NEWS SPECIAL REPORT(SUS)	1	10.00-12.04PM	10.00						MON.						
NBC NBC NEWS SPECIAL RPT(SUS)	2	11.30- 1.00PM	11.30												FRI.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,230	3.7	3,230	3.7	14	M-F	3,410	3.9	3,410	3.9	14	3.9
DAY SATURDAY															
CBS NBA PLAYOFF GAME SAT	2	2.00- 4.33PM	-GRID												
			4.30							11,620	13.3	5,860	6.7	22	6.2
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,410	3.9	3,150	3.6	20	3.6	4,200	4.8	4,110	4.7	23	4.7
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,160	5.9	5,070	5.8	22	5.8	5,240	6.0	4,980	5.7	22	5.7
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	3,670	4.2	3,500	4.0	16	4.0	4,280	4.9	4,020	4.6	18	4.6
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.18PM	-GRID	3,500	4.0	3,230	3.7	16							
			1.15						4.0						
NBC NBC MAJOR LEAGUE BASEBALL	1	1.18- 4.06PM	-GRID	11,100	12.7	4,630	5.3	21							
			4.00				5.5*	20*	5.5						
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.16PM	-GRID							3,760	4.3	3,230	3.7	14	
			2.15												4.0

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE	AVERAGE AUDIENCE		AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE	AVERAGE AUDIENCE		AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %			HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %		
DAY SUNDAY CBS ATLANTA GOLF-GEO/PAC-SUN(S)	2	1.00- 3.33PM	-GRID 3.30						7,430 8.5	2,800 3.2	9	5.7	